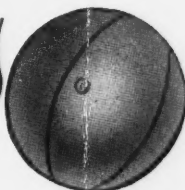


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LETTERS TO L&S

This column invites the opinions of all L&S readers.

Higher Wages Mean Inflation

I take exception to your recent article, "Wages Should Be Higher," by Maxey Jarman. It reflects the theory that a dollar written in calls for its part of profit and loss. For instance, say the cost sheet provides a profit of 5c on the dollar. Thus, each dollar added to the cost sheet adds its share to the profit, resolving like this: one dollar, 5c; two dollars, 10c; three dollars, 15c; etc. More wages, more profits, more collectible federal and state taxes available from two sources, advancing tax brackets. To me it looks like dynamite for inflation.

Byron H. Bolton

Shoe superintendent
Paris, Illinois

They Don't Die Rich

It seems there are ever so many people who believe in supply and demand when prices fall in the cellar, but when they rise fast they seem to forget that supply and demand has a lot to do with the price structure. . . . Who forces tanners to buy dear hides? A friend of mine used to say that he knew of many tanners dying rich, but he knew of no hide dealers dying the same happy way. Do you know of any young men now being attracted to the hide business? If they're not—why not?

S. H. Livingston

President
Keystone Hide Co.
Lancaster, Pa.

Keep On File

The article, "The Facts On Military Footwear," by Major Walter M. Trauger, in your Oct. 14 issue, is the most comprehensive I've read on the subject. It should be kept on file by every shoe and leather man in the country as an informative guide. Now, if we can keep all the government red tape to a negligible minimum, our military-industry program should be highly productive. We've got the right program, people, facilities and know-how to make it operative as a well-oiled machine—if only they allow us to make it work so.

St. Louis, Mo.

Shoe Mfr.



LEATHER and SHOES

ESTABLISHED 1890

Vol. 120

October 21, 1950

No. 17

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THE NEWS

ARMY ASKS BIDS ON 471,000 PAIRS COMBAT BOOTS
BROWN SHOE WORKERS WIN PAY INCREASE
BOSTON SHOE SHOW INDECISIVE
RETAIL SHOE CURBS HELD UNLIKELY
SET NEW GLOVE LEARNER MINIMUM

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William A. Rossi

NEWS AND MARKET EDITOR
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300 W. ADAMS ST., CHICAGO 6, ILL.
PHONE—CENTRAL 6-9353

EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS.
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STYLE—CLARITY OR CONFUSION

A retailer challenges the orthodox system of selecting styles

THE other day a prominent shoe retailer made one of the most provocative statements we have heard in this industry in some years. He said, and in deadly seriousness, "I believe that every manufacturer, when introducing his new style lines for the coming season, should be required to give the retailer sound and convincing reasons why he should invest and stock that manufacturer's styles in preference to those of other manufacturers.

"Consider that scores of manufacturers in any given field are presenting hundreds of new styles—many of them conflicting, most of them utterly different from one another—yet all these manufacturers informing us that these are what will be worn for the coming season. Which manufacturers are right, and which are wrong? But whereas the manufacturer has created the styles and is selling them to us, he should support his style selections and selling with sound argument as to *why* he believes his selections are correct. Otherwise it's like a day at the horse track—listening to this better and that tout, and finally, almost in desperation, putting our money on some nag we think and hope will win, but never feeling sure."

Can Stop Your Mind

That statement can stop your mind in its tracks. Call it radical, revolutionary, or what you will. But it can and should set your brain a-whirl.

In any given season in any given style branch of shoe business, thousands of new fashions are introduced. As the retailer said, many of these are conflicting in their basic themes, and in many more there is little compatibility of basic theme. Now, if the stylemen and manufacturers themselves are seemingly at odds as to the basic style themes that will predominate for the coming season, how is the retailer to know? And

likewise the consumer? Confusion displaces clarity.

Thus the retailer may have a sound point of argument in requiring the manufacturer to give convincing and supportable reasons why the retailer should buy certain style themes in preference to the conflicting or dissimilar themes promoted by competing manufacturers. The retailer may feel, with justification, that the styleman's or manufacturer's intuition and experience alone are insufficient reason. After all, most manufacturers use these peculiar qualities in making judgment; and if the end products show great variety and dissimilarity, then it would seem that no one is sure where one is going. And that's a pretty risky way to operate a business.

The same retailer learns that in practically any "normal" year about 50 percent of all shoe manufacturers operate at a deficit or without profit, according to Bureau of Internal Revenue figures. A risky business indeed—and much of the risk attributable to styles. Thus if unsuccessful operation is so common to this business, then frequent failure to select successful styles must be correspondingly common. It's enough to make the retailer apprehensive and unsure of the manufacturer as well as of himself.

Stylemen and manufacturers can firmly defend their position with the justifiable claim that they do not make their style selections by whimsical methods but by ascertaining trends and anticipating fashion directions. Also, fashion is not a science but an art—which means that there is always free play of individuality. Two manufacturers in the same field can present conflicting style themes for the same season. Both can also present persuasive reasons why they believe their selections are right—and no one can argue that either is wrong.

About a year ago, Maxey Jarman, head of General Shoe Corporation, presented a stimulating thought. He pleaded for what he termed "authenticity in styles." Quite in line with our retailer, Jarman contended that because the shoe industry had little coordination of basic style themes for a given season—but rather had a wide variety of dissimilar styles—the consumer had no means of knowing what was "authentic" in shoe styles for the season. In short, conglomeration of styles and style themes leaves the consumer confused. As a result, she tends to buy footwear that will go with practically all of her costumes. She plays it safe. And the shoe industry loses sales.

For Women, Too

Also about a year ago the men's shoe manufacturers got together, selected several basic style themes (founded on the Seasonality-In-Footwear theme) and did a highly successful promotion job. Perhaps for the first time it gave the American male a positive sense of style direction in footwear. For the first time he could be sure he was style-right.

It seems that there is a greater need for such a program in the women's style field. Obviously, there is more "individuality" in women's shoe fashions, necessitating a greater array of styles or themes. And the women's field is certainly more style-competitive, which in itself inspires greater style variety.

But to leave the matter standing there doesn't help to clarify the style picture for the consumer. And it doesn't help sell more shoes. When the industry forces the consumer to play it safe by purchasing an all-round style shoe, it is missing many extra sales.

So if our retailer asks for sound reasons why he should buy certain styles in preference to others, he's simply reflecting what he hears every day from the consumers.

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Revealing Fashions



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Fashion, favoring flattering sheer dresses and the shorter skirts, prefers Kid Leather for its inimitable ability to lend a soft feminine look to spring footwear.

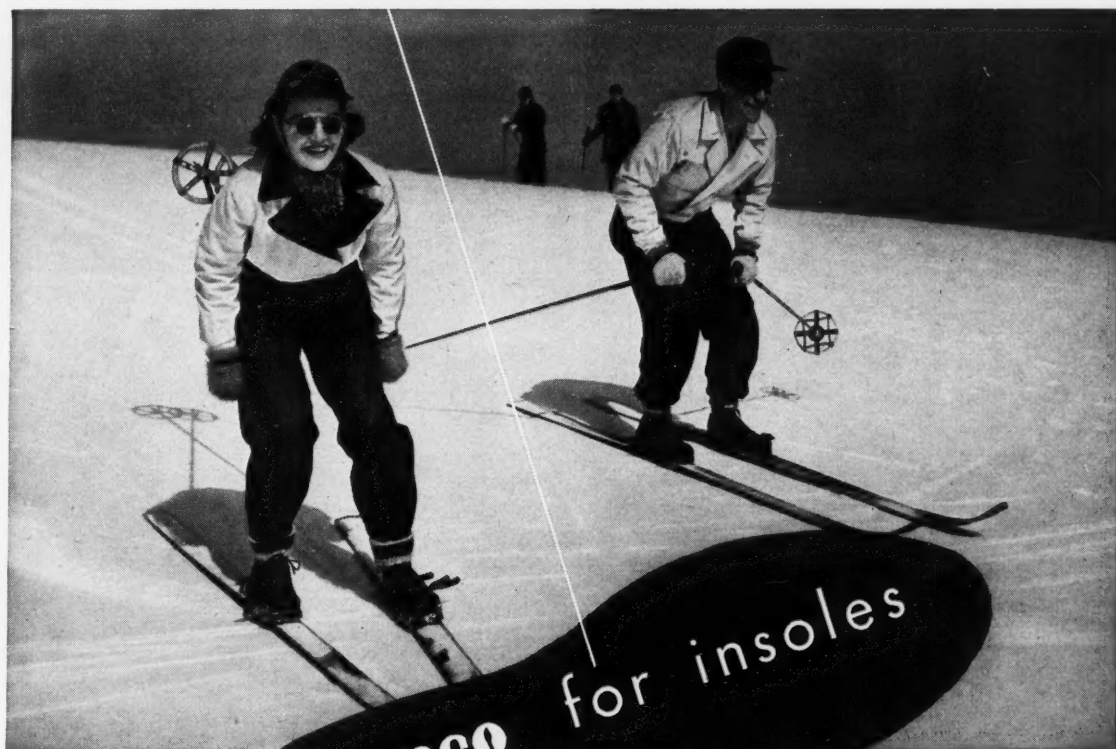
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Fred Hartley, Jr.

The Congressman's scheduled talk at the Fair luncheon, Monday, Oct. 30: "What American Business Can Expect."

PRICING DILEMMA KEYNOTES SHOE FAIR

Cost-price balance, plus threat of controls, haunts shoe men

IF there is any one factor that typifies the approach of buyers toward the National Shoe Fair this year it's indecision. With the economy in an erratic state, and the outlook befuddled except for the certainty of higher costs and prices and expanded inflation, both sellers and buyers have turned to caution as an antidote for indecision of direction.

However, this state of mind alone is expected to bring a new record crowd of exhibitors and visitors to the Fair, scheduled for October 30 to

November 2, in Chicago. Some 670 companies will display their Spring lines in approximately 1256 sample rooms, in addition to some 85 booths to be occupied by allied products firms. Eight to nine thousand visiting buyers and observers will view these wares. It is estimated that over 95 percent of the entire shoe output of the U. S. will be represented at the Fair.

Three Major Factors

The industry approaches the Fair with three major factors humming in

its mind: rising costs, rising prices and inflation, and the prospect of government controls.

Even before the outbreak of the Korean conflict, each of these factors was becoming increasingly prominent in the national economy. The Korean war simply intensified them. In the past few months the industry has seen hides rise 25-40 percent; leather rise 30-50 percent; shoe supplies anywhere from 10 to 70 percent. And as a consequence, retail shoe prices to be boosted 10 to 25 percent.



Weir Stewart
(Manufacturers Association)



L. E. Langston
(Retailers Association)



W. W. Stephenson
(Manufacturers Association)

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Shoe design courtesy Andrew Geller



Albert Wachenheim, Jr.
(Retailers Association)



S. L. Slosberg
(Manufacturers Association)



Edward C. Orr
(Retailers Association)

Immediately following the Korean outbreak, buying intensified everywhere, in some instances at feverish rate. This acted as a gust of wind upon the smoldering inflation, which instantly went aflame. Actual consumption in some lines, particularly hard goods, shot up. This was not the case in most soft lines, including shoes. The buying was at the manufacturing and retail levels, not at consumer levels. Underlying it all was the frenzied effort to build inventories, to stockpile up to reasonable levels rather than operating at skeletal levels. Shoe production and retail buying increased appreciably. Consumption, however, did not.

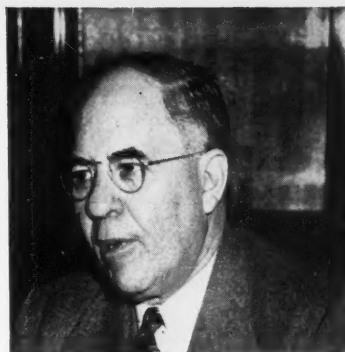
Labor, comprising 25 to 40 percent of the cost per pair of shoes, had up until the Korean outbreak been concentrating on increase in "fringe" benefits rather than wage boosts. Then suddenly the strategy shifted as inflation's teeth sunk into the cost of living. Increased wages became the main theme. Substantial wage increases have been given in the shoe industry over the past few months, and the wave has not yet abated.

Though with our successes in Korea there has been a slight and slow reduction of the pace of increased costs, most industry executives are doubtful that the over-all costs rise is completed. Further wage boosts are in the making. This can be aggravated by a tightening of the manpower force, particularly in shoe manufacturing areas where other industries, concentrating on war orders, are located. This could set up local-

(Continued on Page 77)



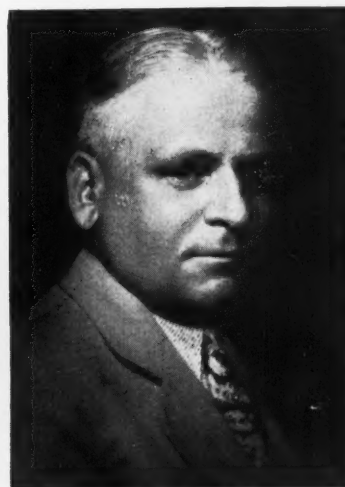
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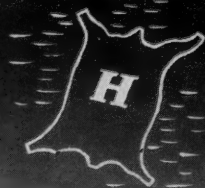


Owen W. Metzger
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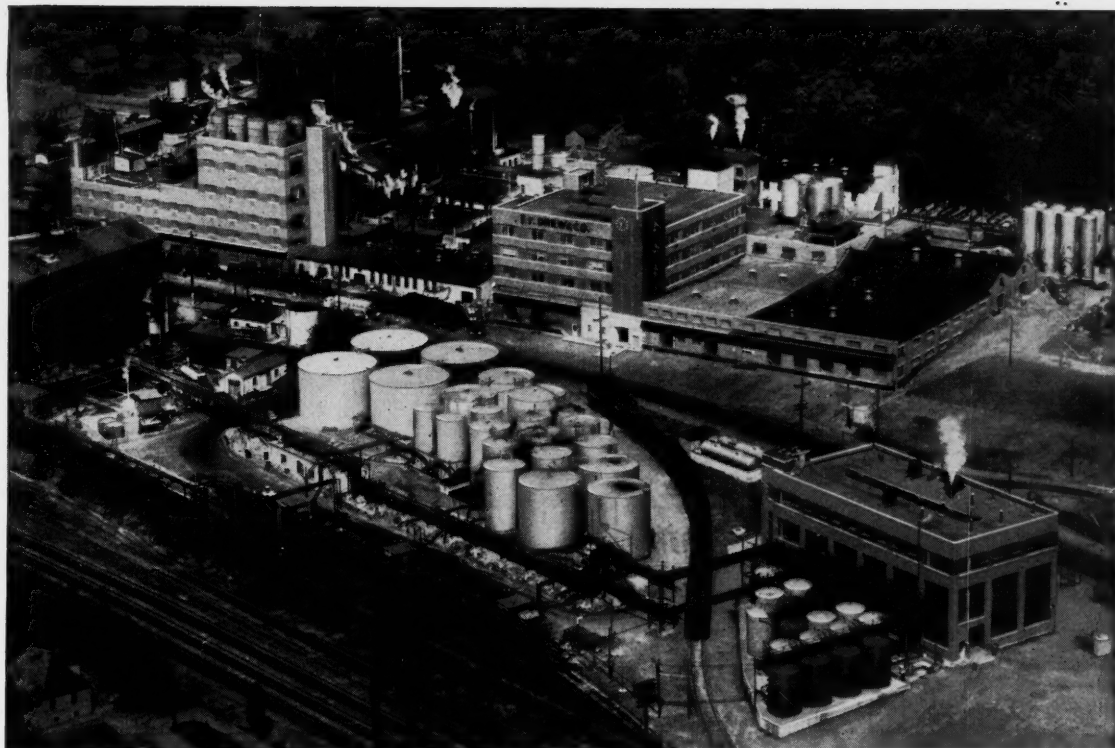


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Phillip Bayes is known as a shoe man's shoe man—which is about top honors in the business. He has been in retail shoe business 35 years. A graduate of Northeastern Law School, he nevertheless by-passed the legal profession to sell shoes. Today he owns and operates the Solby-Bayes Shoe Store in Boston. He believes (and advertises) that his store carries "the greatest ranges of sizes (1 to 12) and widths (AAAAA to EEEEE) in the world." Style variety in a complete range of sizes for accurate fitting has been a fetish with him. As a result, he has built up an annual business volume running into several hundreds of thousands of dollars. Because of his excellent inventory system, mail orders come to him from all over the world. Mr. Bayes is a former president of the Boston Retail Shoe Guild. He has supervised courses in retail store management and shoe fitting at the University Extension Courses, Mass. Dept. of Education.

How To SERVE YOUR RETAILERS

Pitfalls in manufacturer-retailer relations can be cured

By Phillip Bayes

Solby-Bayes Shoe Store, Boston

There are about 1100 shoe manufacturers in the U. S. About 150 of these make and sell nearly 70 percent of all shoes.

The question naturally arises why so few firms are successful, others do just an ordinary job, and many fail.

For most of the 35 years I have been a shoe retailer this situation has been of deep interest and concern to me. Naturally I do not profess to have all the answers. Who has?

I shall try to discuss some of the more important aspects of shoe manufacturing which I hope will be of some help by showing at least what one average retailer thinks about this complex and hazardous industry.

The truly successful manufacturers have an outstanding record of wholesome and efficient relations with their customers. They have set up and maintained a smooth system of dealing with their retailers—a sys-

tem which, unfortunately, the less successful operator has in smaller degree or not at all.

I shall indicate some of the factors which I think the average shoe retailer considers good or bad practice on the part of manufacturers in their relations with retailers. While some of these matters may appear obvious and commonplace, they continue to exist and act as thorns in manufac-

turer-retailer relations. By focusing our attention on them we should be able to reduce them and ultimately possibly eradicate them.

The Product

It goes without saying that in its price field the shoe produced should meet a reasonable minimum standard. Anything less will jeopardize its sale and impair customer satisfaction.

Yet there are some firms today who fail to adequately change lasts. They are using forms that were antiquated during the last war. Hence the oxfords of one producer bulge at the quarters because of insufficient cuboid room. The pumps and sandals of another do not hug the arch and cling to the sides because the lasts were carelessly made. One fellow continues to make his shoes in S, N and M widths on types that require AAAA's to C.

A manufacturer of limited means should not attempt to cover too wide a style field. He should present a few desirable patterns each season and work constantly to improve them. The result should be a better product and improved service.

Up to about three years ago there was a small New York manufacturer who kept his factory busy with only two styles and made a satisfactory profit. When he started to introduce more lasts, patterns and heel heights he faded out of the picture.

Price Changes

Even in these volatile times the shoe manufacturer has an obligation to the retailer in regard to contemplated and actual price changes. Whenever possible, sufficient notice should be given. Today most stores are identified with specific price lines. These prices have been fixed in the minds of the consumer through many window and interior displays, newspaper and national magazine advertisements, direct mailings, catalogues, etc.

To inform our customers of a price change takes considerable time depending on the medium used. Merely to address 20,000 to 30,000 postal cards or other mailing pieces may take up to a month. National magazines require from six to eight weeks notice to include an ad.

The manner in which a retailer is informed of a price change provides a splendid opportunity for the manufacturer to improve his dealer relations. No retailer likes a price boost. But a well-written letter outlining all the facts and expressing understanding for the retailers' position and

Highspots

The Product: "In its price field any shoe should meet a reasonable minimum standard. Anything less will jeopardize its sale and impair customer satisfaction."

Price Changes: "The manner in which a retailer is informed of a price change provides a splendid opportunity for the manufacturer to improve his dealer relations."

Deliveries: "Carelessness has been rampant in shipping rooms for years. . . . Consequently there is a loss both to manufacturers and retailers in terms of unnecessary correspondence, shipping and handling charges, lost sales and unbalanced stocks."

Merchandising Aids: "The success of a manufacturer is in direct ratio to the success of his accounts. . . . He has a positive investment in the retailer."

Manufacturers' Salesmen: "Unless this part of the chain is firmly and intelligently welded, complications and losses will creep in."

Returns: "We must develop some basic functional formula on how returned goods should be handled more expeditiously and efficiently."

Credits: "The most sensitive nerve is in your pocket. . . . The day of the cold, impersonal credit letter is just about gone."

Styles: "If the manufacturer is introducing new styles, he should give the retailer sound reasons why those styles are being made . . . and why the retailer should invest in them in preference to others."

feeling will indeed help to soften the shock and create good will. The letters that retailers are receiving dealing with price changes run the gamut from excellent to just plain bad.

Quality Changes

The issue sometimes arises whether quality should be reduced or the price increased. Quality should be cut only as a final measure. It is usually fatal to start using inferior upper stock or soles. The retailer has established his business on the basis of a product of a given standard. His salespeople and customers take this for granted.

Any cut in quality will of course soon become apparent to the retailer and his consumer. So as a sensible matter the producer should inform the retailer of any actual or contemplated grading down.

Closer scrutiny on their arrival at the factory should be made of all materials. This coupled with a more thorough check of each item before it is packed would prevent many sub-standard pairs from leaving the factory. Retailers continue to receive shoes and slippers, the uppers of which do not match, wood heels that are green and sock linings that are either too large or small and often wrinkled.

Deliveries

It occurs to me it must be about impossible for many factories to deliver as promised to all its customers. This is especially true at the start of any season. After all there are just so many days to make shoes. And every retailer wants his shoes early. What should the manufacturer do? An equitable approach might be to work out a plan where a retailer receiving his shoes late this season would be favored with an earlier delivery the following season.

Carelessness has been rampant in shipping rooms for years. Many duplications, wrong sizes and styles are going out to retailers every day. Consequently there is a loss both to manufacturers and retailers in terms of unnecessary correspondence, shipping and handling charges, lost sales and unbalanced stocks.

Parcel post, freight and express charges are the highest in history. It often costs an average of 20 cents a pair to ship a case of shoes for which the retailer always pays.

There are situations where the factory can keep down the shipping costs. Recently one of our suppliers was able to complete a lot of shoes a week early. Our order indicated

(Continued on Page 72)

Kidskin

turns on the Charm

The velvety beauty of Kidskin Leather serves to inspire designers to high levels of fashion... joins hands with creators of smart feminine footwear in expressing fine craftsmanship.

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SPRING STYLE REPORT—WOMEN'S SHOES

More new patterns than ever—but basic lines remain the same

NEXT Spring will see the greatest array of new patterns since World War II. An avalanche of new styles is striking the industry—based on the contention that constant turnover of fashions is essential to maintain or increase sales. But, as yet, practically no really new styles or trends have crystallized. The “new” styles are primarily new treatments of the models that have held the spotlight for the past two-three seasons. It is expected—and hoped—that some positive fresh trends will emanate from the forthcoming shoe shows.

Dress Shoes

In **dress types** the dominant theme will continue as opened-up models, a large share with closed toes and backs. Accentuated shell outlines—vamps and sides; the deeper cut the better, so long as fit is maintained. Producers particularly like them . . . easy to make and economical in these times of high shoemaking costs.

Pumps by far the dominating shoe in dress, with sandals next. Lots of stripping treatments on both. Mesh pumps—vamps or quarters or both, and in higher grades some allover (except for toe and back). With leather costs up, an added stimulus to meshwork shoes.

Lots of subtle touches on these dress types: saddle stitching, velvet decorations, satin trims, reptile trims, bows, cutouts, small ornaments. It's the naked look, light and airy, silhouetted, gracefully contoured toplines.

Casuals

In **casuals**—the same opened-up, naked theme. Lots of draped effects. Look, too, for opened-up, feminized moccasin types, opened on the sides, with closed toes and backs, shell-like vamps with straps across vamp. Some say this will be terrific in its field. **Ballets** are still very much in the picture—same shoe but a countless number of new patterns. The ballet is still a wholesome seller. **Sandals** also up front in the casual field—lots of stripping sandals. An interesting consensus: you'll probably see more casuals than ever next Spring, due to their price advantage in a high-price-conscious consumer market.

More and more talk about **spectators**—but streamlined versions; again, opened-up types, shell outlines, naked sides. Skeleton tip and foxing rather than the conventional heavier treatments, lots of reptile trim effects. And spectators with mesh vamps and quarters, or with stripings. But the big note here: hombre spectators, lots of them in blues (two blending shades of blue, or beige, or wheat on white).

Vamps And Throats

Vamps, of course, as low-cut as possible. **Throats**—just about all types: round, sweetheart, square, V and U, off-sided, etc. On pumps the sweetheart throat, with very low-cut sides, is getting big call. In the big metropolitan centers the off-sided throats, along with squares, are well up

front in popularity. Throats as a whole will be wider, to accommodate the opened-up effects.

Lots of **stripping** treatments—almost necessary—to go with the very low shell vamps. But stripping has passed its peak. New ideas are being sought. **Mesh** is moving in strong as one of the newer applications in shell vamps. Or, stripings will be more colorful, contrasting or blending.

Goring is also a big Spring note in women's shoes, both dress and casual. Finger, side and hidden goring. On toplines for pumps—makes for excellent fit and adds a colorful collar trim effect, besides. The success of men's gore types last Spring has been a potent factor in influencing the women's field.

Fabrics

Linen is the runaway fabric in footwear. Will be the biggest linen year in many. Buying has been terrific. Prices are only slightly above 1949. White and natural will be the big colors, with lots of black. **Shantung**s will also do very well—silk rather than nylon shantung, as nylon has tended to streak in the dyeing process, according to reports. **Straws** will likewise be bigger than ever, with casuals the big market. Butcher linens (domestic) will go into casuals, while imported linens will be in dress types. **Prints** in casuals—another high mark for Spring; small checks and squares the most popular print theme. And mesh, of course; nylon mesh. Terrific.

Demand for **pleat and drape** treatments on shoes will mean a strong year for kid, and also for capeskin in the cheaper footwear—soft leathers that are amenable to pleat and drape effects. Calf will hold its own. Patent and reptiles—lots of them on trim or combination effects. Suedes, though still very important, will temporarily ease to the background. But it's a fabric season. And keep an eye on gabardine.

Colors

Colors—it's nip and tuck between navy and black, both to be used with contrasting or blending trims, though plenty of allover, too. Beige and maple shades will run strong, with the red tones having another good year. And a more popular white season than in several seasons past. In casuals, the bright appeal of multi-colors will lead the field.

Built-up heels still moving at a strong clip—on tailored and spectator types particularly, but some new notes in flats, too (8/8 and lower). These heels have been introduced in colors—a fresh innovation that should bring a lot of attention in Spring lines. In wood heels, there's talk of ornamental treatments on the back—braids, studs, nailheads.

Braids and piping will be used abundantly for trim effects. Small nailheads, bows and some small buttons will also be used for decorative touches.

SPRING STYLE REPORT—MEN'S SHOES

Largely a repeat of last year—with some new notes added

THE seasonality-in-footwear style theme in men's Spring footwear is being pushed again. This time it should prove even more effective in getting the male to put his regular shoes in hibernation for the warmer months and make the change to the seasonal types.

Gore And Mesh

Gore types will again lead the Spring parade. Finger, side and front gores—all will be very good, presented in countless variations. Some producers are giving more emphasis to the finger gore, claiming it serves as a decorative as well as a functional element, a style feature in itself. Goring will be used both on dress and casual shoes. The casuals, however, are no longer the loose-fitting loafer types but are smart fitting, smart looking, yet very comfortable. Side gores will also tend to add a style or decorative touch either in design or color.

Mesh will move in stronger than ever. Mesh (nylon) vamps and/or quarters, most in contrasting tones with the rest of the shoe. Mesh was being used more in the quarter until recently, when the price and supply, particularly the latter, problem arose. However, there is enough nylon mesh available to give mesh footwear a fling at another good season.

The perforated or ventilated shoe is still much in the picture, though not as prominently as a couple of seasons past. The perforations will be smaller and fewer in number. Mesh types are gradually displacing the perforated shoes. These perforated types will also be in two-tones.

Woven shoes, like perforated types, are also on the decline. Still good but over the peak of a couple of seasons back.

Suedes are in for another good season. Looks like suedes will become a perennial in the men's field, that long-sought extra pair. Blue is top color, brown next.

Brown-white and black-white sport types will appear in only very limited manner. This once-popular shoe is over the hill, sold chiefly to men who can afford several pairs a year. The matter of keeping them clean is another obstacle to sales. Will be seen mostly in higher-priced lines.

Fabrics

Fabrics are driving a slow and small wedge into the men's field. Mesh, of course, has gone far. But there's a lot of sampling in plaids, to be used as underlays on vamps, some quarters. Simulated straws are another hopeful. If these shoes can be made inexpensively enough, they could hit a mass sales market as an extra pair. Some chains are thinking along these lines.

Sandals are another type that could be expanded from the currently limited sales. Slingbacks and open toes. Strictly beach and play—but a few manufacturers planning

to dress these sandals up a bit, make them more versatile from a utility standpoint.

Softies are also gaining more attention. Comfort-minded men, both young and old, like them. An all-round playshoe—though some are being made to look dressier for street wear.

The **Western influence** continues unabated in the men's field. This has brought back the chukka boot, small square tips, decorative stitching. All a sort of compromise with the conventional cowboy boot. Chief market is in the young men's field. Another motivating force has been the square dance craze that continues to sweep the country.

The heavy **rubber soles** are expected to feel the pinch of recently instituted government controls, plus higher prices. Too early at this moment to determine what effects, and how much. Probably a movement toward composition rather than all rubber—but simulating the style features in the latter. **Crepe** (genuine) will likely be another casualty. Crepe soles still much in demand. So look for more substitute crepe soles.

Classic Types

In **classic types** the trend toward lighter shoes continues. This means lighter, dressier lasts, lighter soles, more refined fittings, etc. However, stylemen and manufacturers are watching the possible effects of higher prices. In the cheaper shoes it could cause a reversal of style trend, mild or strong, to heavier type shoes as an economy measure; that is, shoes to wear longer. This would be visible almost wholly among the younger men, 16 to 24 years of age. This group still buys the heavier types. So whether they'll swing with the trend toward lighter types, or stay with the present models, is to be seen.

The **military influence** may again prove to be another fashion factor. Soon we'll have three million young men in the armed forces. No signs yet—but this could mean a gradual trend toward plain toes, blucher types, russet brown.

In dress types, **two-eyelet bluchers** are very much in prominence, with plain toe and mudguard. And the U tip, as a contrast to the conventional straight and wing tip, will be seen on more and more shoes.

There's an interesting movement among some of the men's manufacturers—at present only in the thinking-talking stage—about inaugurating a seasonality-in-footwear program for Fall-Winter shoes as has been done successfully in Spring-Summer footwear. This would not mean any radical change from the classical or conventional types, but might emphasize supplementary types. For example, in general dress footwear for women there is the pump, sandal, oxford, etc. In men's dress types we have the oxford. Period. So, if one or two new "types" can be promoted . . . Well, that's some of the current thinking.



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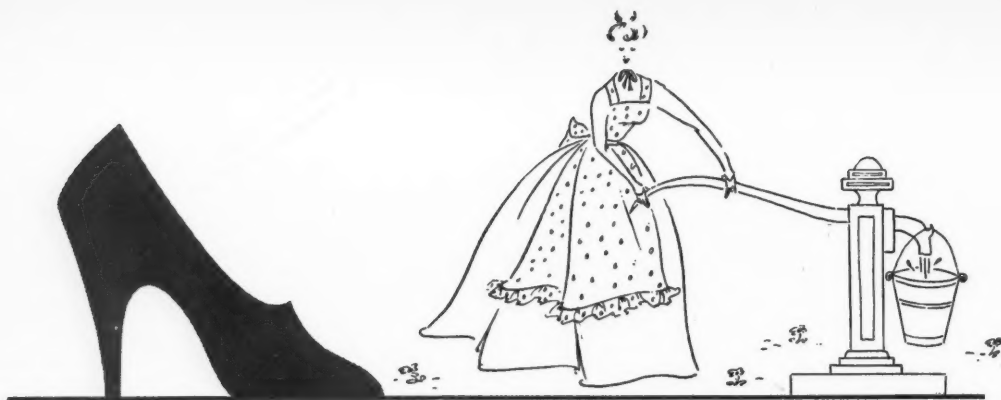
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SPRING STYLE REPORT—JUVENILE SHOES

In the children's field style plays a peculiarly different role

IN THE children's, youths' and boys' field, the Western influence has virtually overwhelmed shoe business. Hop-along Cassidy, Gene Autry and Roy Rogers hold all the reins on American boydom and the clothes the kids wear. There are no signs of this influence abating. Of course there are many of the conventional school shoes—the oxfords and sandals, etc. But between these two groups you just about have the "fashion" picture in this field.

As to the countless versions of the Western influence, one is as interesting and effective as the others. So long as it emulates cowboy, it's in. As to the conventional types, there's little to talk about. What you saw last year you'll see this year. Price may have some influence—higher prices possibly tending toward less expensive shoes with stronger wearing qualities such as composition soles. It's too early to ascertain, however.

In the misses' and girls' field, style becomes a more potent factor. Colorful shoes—red and navy especially—are up front. This isn't to say that the perennial black and browns will lose ground appreciably. Fundamentally, the same style trends affecting the women's field are influencing the misses in teen-agers group: that is, light, opened-up types on shell outlines, though less extreme. Strippings and cutouts are there, too, but more modified than in grown-up types.

This is a good place to comment about the recent *Parents' Magazine* survey on children's footwear, conducted among 2,000 mothers. (See the article in this issue of L&S—"How Mothers Buy Children's Shoes"—on page 24.) One significant aspect of that survey was that: you can't talk style as an entity in juvenile footwear; it must be linked with other important factors if style is to achieve the effect desired, saleswise and otherwise.

Fit Or Style?

The mothers were asked, for example, why they bought the brand of children's shoes they did. "I like the style," was the answer given by 17.5 percent. Fit was next: 17.5 percent; wear next, 11.3 percent; and the clerk's recommendation, 10 percent. These four reasons, out of a group of 14 reasons enumerated, comprised 56.5 percent of the reasons.

But when mothers answered, "I like the style," they did not necessarily mean the pattern or fashion, but rather the type-oxford, sandal, ghillie, etc. In short, when analyzed it meant that the primary reason for buying was not style in the true sense of the word—but fit, with the wear factor perhaps second.

To corroborate this, another question was asked: if you purchase shoes by brand names, give reasons why you like that particular brand. "Fit well," was given first mention in 56.6 percent of the cases; "wear well," was next with 50.5 percent of the mentions; third was "nice styles, attrac-

tive," with 13 percent. Thus styles—the actual fashion appeal, runs a poor third in selection.

This isn't to imply that fashion plays an unimportant role. Rather, it signifies that for fashion to gain the maximum effects desired—to achieve in terms of customer appeal what the styleman, sales manager and manufacturer intend it to—it must be closely incorporated with the vital factor of fit, and also with quality or wear.

Hard To Fit?

Let's illustrate this further. The survey reveals that nearly 40 percent of the children represented by these mothers were "hard to fit" cases, according to the mothers. Fit presumably too narrow, too wide, or too narrow at heel. Obviously there could not be this percentage that were actually hard to fit. Rather, the answer seems to be lack of adequate size ranges in retail stocks—where the clerk would, in defense, say it was a hard-to-fit foot.

However, the point is this: regardless of how much creative talent and planning was put into the style at factory level, the style was worthless if the fit was poor or proper fit was not available. The mother could just as well blame the style as the shoe. For instance, the oft-heard remark, "She just can't wear that style."

Or, to put it another way. Some styles are achieved at the sacrifice of fitting qualities. A shoe with certain lines, or cut in a certain fashion, or of a particular pattern, may be attractive off the foot and unattractive on the foot because the shoe is subject to distortion because of improper fit even in the correct size.

It simmers down to a significant factor—that in juvenile footwear, far more than in adult shoe, style must be incorporated in fit rather than vice versa.

Price A Factor

Price is another factor influencing style or style selection by parents. The survey revealed that for pre-school children, 60 percent of shoes purchased fall in the \$3 to \$6 retail range; for primary or grade school children, 54 percent buy in the \$4 to \$7 range; for junior high and high school children, 43 percent purchase in the \$5 to \$8 grade.

But 60 percent of mothers stated that children's shoes are priced too high. Many gave as their reason—prices too high in relation to materials used. That is, parents presume that because fewer materials are used in children's shoes as compared with adult shoes, then children's shoes should cost less.

Two things might be done here. First, an educational program directed to mothers, to promote value in juvenile footwear. Secondly, slanting of styles to comply more with popular price ranges.

But in the whole, these enlightening facts should help create a new approach to styling in juvenile footwear.

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HOW MOTHERS BUY CHILDREN'S SHOES

A national survey report reveals some eye-opening facts

Two months ago, at the request of a prominent manufacturer of juvenile footwear, *Parents' Magazine* conducted a national survey among parents, dealing with the subject of children's shoes. The questionnaires were sent to 2,000 mothers who comprise the magazine's Consumer Adviser Panel. This group is carefully distributed in such a way as to approximate city-size and geographic distribution on a national cross-sectional basis. The entire membership of this Panel, incidentally, is changed every two years.

Less than two weeks ago (October 11) the final analysis of this survey was issued. We are publishing this extremely enlightening report with the express permission of *Parents' Magazine*. Following some of the questions and the tabulations of replies, the editors of *Leather and Shoes* have added a brief comment on the question and its replies.

Shoe Size Range

QUESTION 1: Regardless of your child's age, select the classification by *Shoe Size Stage* into which each child falls (these stages are listed and described below). Include age and shoe size for all children up to, but not including, 17 years of age. If you have more than one child wearing shoes in the same size range, write in answers for each child.

(The replies covered 2,166 children under the age of 17.)

Size ranges of shoes now worn by these children	Percent of children
Infants' Crib and Soft-Sole, Sizes 0-4	5.9
Infants' First Step, Sizes 1-5	5.4
Toddlers', Sizes 5½-8	16.8
Pre-School, Sizes 8½-12	30.4
Primary School, Sizes 12½-3	21.6
Grade School, Sizes 3½-6	11.4
Junior High and High School, Sizes 6½-9 & up	8.5
	100.0

Age of Children, by Shoe Size Range

	Ages of children wearing shoes in each size range	Percent of children
Infants' Crib and Soft-Sole	Under 3 months old	15.0
	3-5 months	18.2
	6-8 months	32.9
	9-11 months	22.1
	12-13 months	11.0
	No answer as to age	.8
		100.0

Infants' First-Step	11 months	7.7
	12-14 months	41.0
	15-17 months	27.3
	18-20 months	12.9
	21-22 months	8.5
	No answer as to age	2.6
		100.0

Toddler's	Under 18 months	1.4
	18-23 months	18.9
	24-29 months	25.0
	30-35 months	30.3
	36 months and over	22.5
	No answer as to age	1.9
		100.0

Pre-School	Under 3 years	1.4
	3 years	31.6
	4 years	32.2
	5 years	22.9
	6 years	8.7
	No answer as to age	3.2
		100.0

Primary School	Under 5 years	1.3
	5 years	9.4
	6 years	29.1
	7 years	29.5
	8 years	20.7
	9 years and over	7.0
	No answer as to age	3.0
		100.0

Grade School	Under 8 years	4.0
	8 years	21.4
	9 years	24.6
	10 years	22.6
	11 years	23.0
	No answer as to age	4.4
		100.0

	Under 11 years	5.5
	11 years	11.4
Junior	12 years	27.2
High and	13 years	19.5
High School	14 years	12.5
	15 years	9.2
	16 years	10.3
	No answer as to age	4.4
		100.0

QUESTION 2: What is the total number of pairs of shoes owned by each of your children, according to Shoe Size Stage?

Average number of shoes owned by children in each size range group:

Infants' Crib and Soft-Sole Stage	1.38	pairs per child
Infants' First-Step, Toddlers', and Pre-School	2.24	" " "
Primary School and Grade School ..	2.36	" " "
Junior High and High School	2.75	" " "
All Children Studied	2.28	" " "

(L&S COMMENT: It is interesting to note that an average of 2.28 pairs per juvenile capita are owned, according to this survey. In 1949, per capita juvenile shoe production was 2.59 pairs—the lowest of all postwar years. Infants' per capita shoe production in 1949 was 2.33 pairs. Per capita ownership of infants' footwear, according to the survey report is 1.81 pairs. Per capita production of misses', children's, youths' and boys' shoes for 1949 averaged 2.72 pairs. According to the survey report, ownership of shoes in this class (primary and grade school, junior high and high school) is 2.55 pairs per capita.

(However, the number of pairs of shoes currently owned by each child would obviously be less than the number purchased over the year, especially for younger children where new pairs are necessary because of foot growth and size change. Thus, average per capita ownership of 2.28 pairs would be appreciably less than average per capita *annual purchases* of pairs. This might well explain the difference between the 2.28 figure in the report, and the 2.59 per capita production of juvenile shoes in 1949.)

Where Shoes are Purchased

QUESTION 3: Where do you usually buy your children's shoes? Please check by size range in relation to type of store. For example, you may purchase infants' shoes or toddlers' shoes in one type of store, and a teen-ager's shoes in another type of store.

**Percent of mothers who usually purchase in each type of store, by size range group*

	Infants' First-Step, Toddlers', and Pre-School	Primary and Grade School	Junior High and High School
Regular shoe store	59.8%	65.9%	72.7%
Department store	35.4	38.9	44.1
Mail order	4.8	5.5	7.0
Infants', Children's Shop	4.1	1.7	—
Variety store	3.6	2.1	2.1
Other types of stores ...	2.9	2.1	3.5
No answer	2.6	2.1	1.4

*Some women mentioned several types of stores, so percentages add to more than 100.0.

How Much Do They Pay?

QUESTION 4: What is the approximate price you pay, in each size range for general purpose or school-type shoes?

**Percent of mothers who usually pay each price, by size range group*

	Infants' First-Step, Toddlers', and Pre-School	Primary and Grade School	Junior High and High School
\$1.01-\$2.00	2.2%	.5%	—
\$2.01-\$3.00	8.3	2.2	2.8%
\$3.01-\$4.00	16.4	9.2	4.9
\$4.01-\$5.00	24.1	16.1	4.9
\$5.01-\$6.00	19.3	19.6	13.3
\$6.01-\$7.00	7.9	18.5	16.8
\$7.01-\$8.00	1.9	8.1	12.6
\$8.01-\$9.006	1.9	6.3
\$9.01-\$10.001	.8	4.2
Over \$10.003	.4	4.2
No answer as to price ..	31.8	41.1	60.8
Average (median) price	\$4.56	\$5.54	\$6.54

*Some mothers indicated more than one price, so percentages add to more than 100.0.

(L&S COMMENT: See how the "popular price" ranges fall: for infants' and pre-school children, 59.8 percent of purchases are made in the \$3 to \$6 range; for primary and grade school children, 54.2 percent buy in the \$4 to \$7 range; for the junior high and high school group, 42.7 percent buy in the \$5 to \$8 grades. In the pre-school group, 10.5 percent pay \$3 and under, while 10.8 percent pay over \$6. In the primary and grade school group, 11.9 percent pay \$4 and under, while 11.2 percent pay over \$7. In the junior high and high school class, 12.6 pay \$5 and under, while 14.7 pay over \$8.)

Brands—Reasons for Buying

QUESTION 5: Give your reasons why you purchase the brand of children's shoe you do.

<i>Reasons given for purchase of 14 leading brands</i>	<i>Percent</i>
Like the style	17.7
Fit well	17.5
Wear well	11.3
Recommended by clerk	10.0
Previous experience	9.7
Easily available	9.0
Inexpensive	7.9
Recommended by friend	6.7
Recommended by doctor	6.5
Advertising	6.5
Well made	3.5
Recommended by Parents' Magazine	1.4
Give good support	1.0
Other reasons	6.8
No reason given	1.8

(Continued on Page 64)

WHAT'S HAPPENED TO 1950 SHOE SALES

First 9 months "normal"—but last quarter can be bigger

By Irving R. Glass,
Executive Vice-President
Tanners' Council of America

ALL of the issues of vast import raised by the Korean war have seemingly over-shadowed a question unique to the shoe industry. Why has the consumption of footwear lagged relative to demand for other types of retail merchandise? The information at hand before the opening of the National Shoe Fair points to no other conclusion than virtually unchanged pairage volume in 1950 compared with a year ago. The sharp sales gains reported in various lines after June 25, the Christmas in July business indicated by astonishing general retail sales reports, was not in the least reflected by retail shoe volume.

Stability Holds

Stability in the absorption of shoes by consumers has been lamented and also found reassuring by so many shoe industry spokesmen as to be a familiar story. Like the weather, it is a subject for a great deal of rhetoric and much less action. Nevertheless, it might have been expected that the same stimulus which provoked consumer buying and anticipation of future needs in many products might have been evident in some measure in the public's desire for shoes. No other item of apparel was rationed in World War II; only the very youngest age group in the country does not recall the attention given to footwear during the reign of OPA. Yet, with all of the inherent stimulus to potential demand, shoe sales have held on a statistically dignified course in the past three months.

Naturally, there are no factors in the shoe or the leather industry who would desire the dislocations of needless, excessive demand to be followed by protracted slump. Leaders in the industry have emphasized again and again to consumers that shoe purchases beyond actual needs are both undesirable and unnecessary. It is interesting, however, to examine the facts of shoe production and consumption this year and speculate on the reasons why consumers have had only a nominal interest in shoes. The past three or four months may not provide enough evidence to project as a pattern for the future, but they may offer a guide of sorts.

During the first half of the year shoe production was only slightly changed from the comparable totals for 1949. The increase of 2.4% seen in output was no more than could be attributed to population change or minor month to month fluctuations. Contrary to some expectations, the third quarter did not tell a significantly different story. Factory activity in that period moved up seasonally but the aggregate gain from the same quarter in 1949 was only about 5%. Production in October continued at a fairly high level, although the month witnessed exhaustion of cutting backlogs in some quarters, particularly among factories producing women's novelty shoes.

The minor change in the over-all production picture does not encompass startling changes in any particular types of shoes. Reasonably accurate data through August demon-

strate only small variation in output of the different categories of footwear. Percent changes from last year cluster about the average with an almost disconcerting implication of stability.

Percent Gain or Loss, Major Shoe Types January through August

Men's	+2.5
Youths' and boys'	-3.1
Women's	+3.6
Misses' and children's	+5.8
Infants'	-1.9
All other (slippers, etc.)	+1.5
Total	+2.7

Seasonal Downturn Due

Almost invariably the fourth quarter of the year marks a seasonal downturn in production and there is little reason at this time to expect that 1950 will be an exception. By the end of the year, therefore, shoe production may be some 3 percent above the total for 1949, a net difference of 12 or 14 million pairs. Capacity, materials and manpower were not the primary reasons for this modest gain. On the contrary, the answer is to be found in distributors' orders, and that in turn reflects the rate of consumption as measured by retail shoe volume.

What happened to retail shoe sales in the first nine months of the year? While data on the movement of shoes across the nation's counters are far from comparable in scope and accuracy with production statistics, there is adequate information for reasonable estimates. During the first half of the year the composite dollar volume reported for chain, independent and department store retailers marked a loss of approximately 2 percent from 1949. Probably all of this should be attributed to a commensu-

(Continued on Page 70)

(000 Pairs)	Production Trends		%
	1950	1949	
1st 6 months	244,529	238,875	+2.4
3rd quarter*	130,300	124,001	+5.1
9 months*	374,484	362,776	+3.2

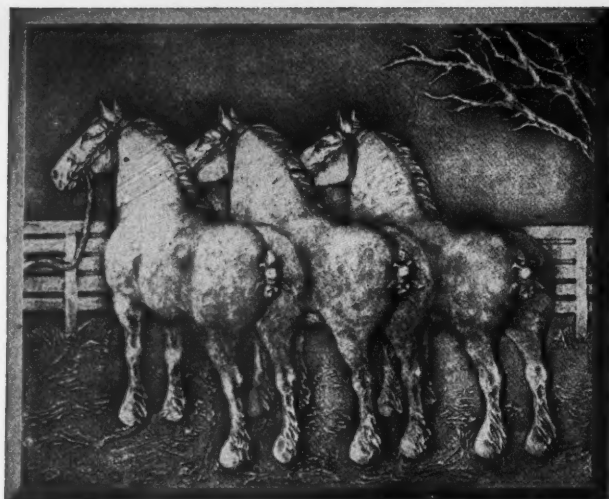
*Includes Tanners' Council estimates for September.

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for the "platinum of leathers"—

genuine shell cordovan — the
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 Military Belts and Holsters.

Huch shark print cordovan for
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"AS EASY AS ROLLING OFF A LOG"

That's how easy it is to adjust the new, vastly improved, Randall Precision Splitter to obtain the exact thickness required and maintain an absolutely uniform split. So why struggle along with machines on which the "down" (unproductive) time required for adjustments is a substantial item of expense.

By introducing many new, exclusive mechanical features, Randall now makes it easy to split leather and other materials with a speed and accuracy never before possible, *thus materially reducing production costs.*

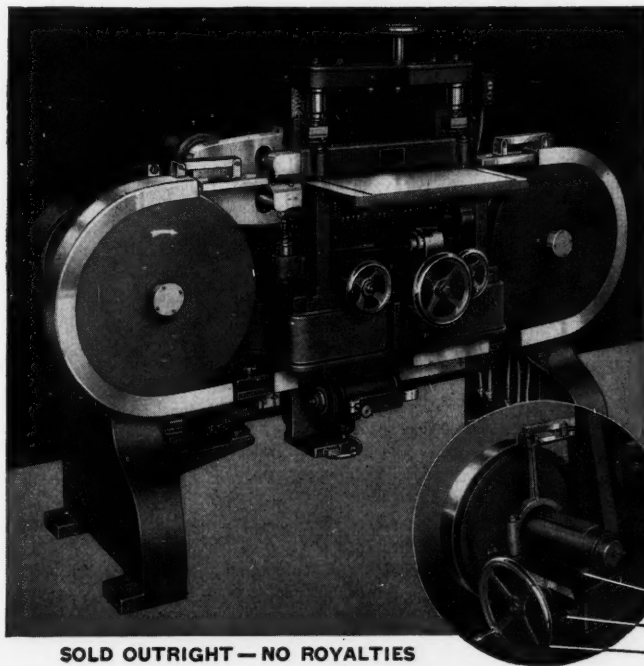


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STRAIGHT TO THE MARK

Band Knife **SPLITTER**



SOLD OUTRIGHT — NO ROYALTIES

DOES YOUR SPLITTING MACHINE HAVE THESE FEATURES?

Independent Feed Roll Control which makes it possible to stop the feed rolls instantly and reverse them if necessary.

Individual Motor Drives for each unit. This eliminates complicated gearing, thus reducing vibration to a minimum and making the machine practically noiseless in operation.

A Tension Device to keep the knife taut.

A Knife Tension Indicator to provide visual means of determining correct knife tension.

Micrometer Adjustment for determining exact thickness of the split.

A 2-speed Gear Box for operating Feed Rolls.

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EMBOSSING MACHINES

October 21, 1950

LEATHER and SHOES

29

*Tops in
quality
from
top to
toe!*



See RESPROID No. 1300 and No. 1235 Known the world over as the outstanding vamp and quarterlinings. Plastic coating resists cracking, peeling and abrasion. Fully impregnated to increase non-fray characteristics.

See RESPROID No. 1000 Our finest socklining and heel pad material, made on the famous *TUFSTA* base with an abrasive and crack-resisting plastic surface far superior to pyroxylin-coated materials. Can't fray at edges. No cloth weave to show through coating.

See TUFSTA The original, unwoven, non-fray, cotton base reinforcing material. Known everywhere—has no equal.

See DURAKALF An outstanding value in vamp and quarterlinings. Comes in either plain finish or pigmented pyroxylin-coated finish.

See RESKRAF Our best fabric base socklining and heel pad material with pyroxylin coating. Also a complete line of other fabric and paper socklinings.

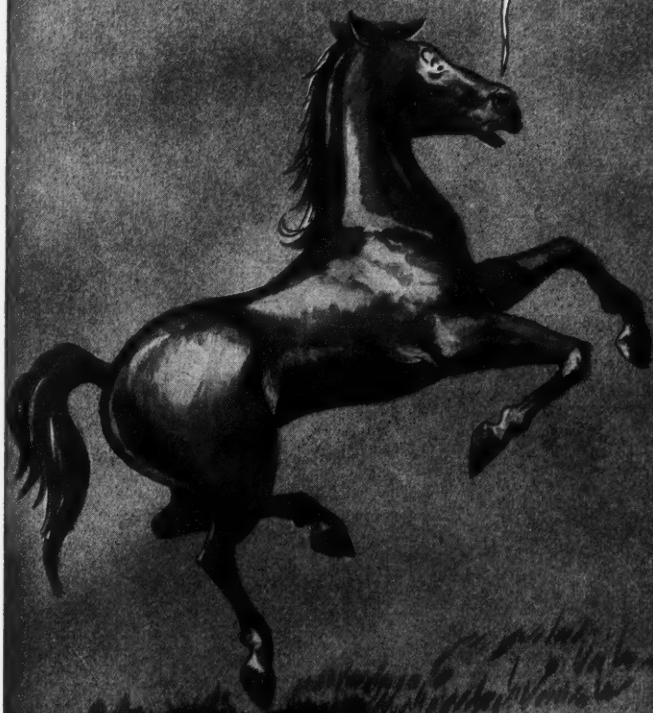
For more complete information on all Respro products for better shoes, write or wire now.



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**"TAKE YOUR
PARTNER AND
SWING HIM
AROUND!"**

**"AND PROMENADE
IN LINE
WITH THIELE'S
NEW SOFT SPORT
ELK."**



TANNERS OF SPORTING GOODS AND ELK LEATHERS

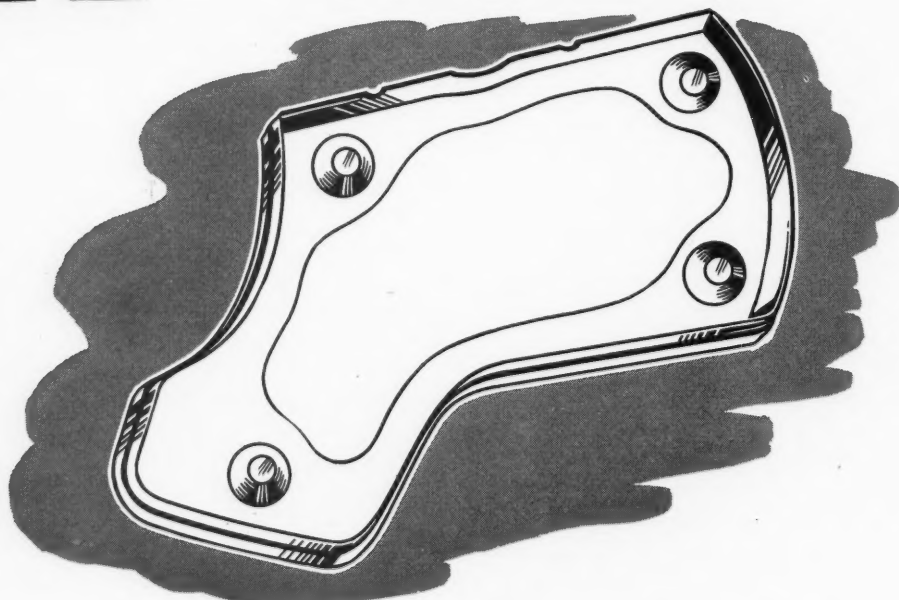
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Leather and shoe industry, as all other vital re-armament industries, to feel impact of Government war planning soon. Coordinated activity of industry planning groups with defense and military officials soon to become evident. Tip-off is Production Allocation Program, as yet little understood by many executives but one of the most important aspects of Defense Department's industrial planning program.

Production Allocation Program calls for Defense Department to set up plans with privately-owned industry—leather and shoe industry included—to "pre-determine and allocate plant capacity for wartime production." Entire program is voluntary on the part of manufacturers but has the advantage of setting up pre-determined production schedules that can be put into immediate effect in emergency. This will help eliminate many costly delays experienced in World War II, allow Government to put finger on what it needs, how fast it can expect to get critical materials.

Program will be all the more important as services increase shoe requisitions, consume more leather. Army order this week for nearly half million pairs combat boots considered by many as opening gun in stepped-up military shoe buying. As shoe manufacturers earmark more and more production for military, production planning with Government officials will keep bottlenecks to minimum, step up flow of raw and finished materials.

One of most significant trends at Advance Boston shoe showing was active desire on part of majority of exhibiting shoe manufacturers to see wage and price ceilings imposed by President. Manufacturers obviously tired of trying to balance price policies with constantly rising material and labor costs. Most remember last war's controls, are convinced they can turn satisfactory profit under controls despite red tape involved. Controls, however, should leave no loopholes, they say . . . no halfway measures that lose effectiveness early.

"Advance Spring Show" complete misnomer. There were no new Spring styles shown, no Spring prices quoted. Few if any manufacturers willing to quote firm prices as far ahead as next month. Sales, mostly to wholesalers, made principally for immediate delivery. Manufacturers appeared content to show only what they had on hand, brought out few new patterns, leathers or fabrics. Jobbers ordered to fill in needs for next two months.

Even if Spring prices are set soon, they can mean little. Popular price shoe manufacturers waiting until Popular Price Show in late Nov. before attempting to price lines. Time element most important factor here. Out-

look on 1951 labor and material costs will be clearer then. More important, elections will be over, controls may be on. Right now, all is confusion.

Prize comment of the week comes from *Labor's Monthly Survey*, an AFL publication in Washington. In national survey of various industries, Survey declared profit margins in shoe industry "may widen in view of increased selling prices." Further comments include "near term production should continue somewhat higher than a year ago, and will rise further if companies receive Government orders. . . . While improvement (in profit margins) may be limited by higher leather costs, earnings before taxes are expected to increase this year."

New rubber consumption cutback by National Production Authority expected next week will apply only to Nov. and Dec., will not affect footwear and other end-use items. New order to replace original R-1 20% cutback directive which has failed to do the job. One reason is Commerce Department granted too many "hardship" cases, gave manufacturers far more rubber than 90,000 monthly quota. Sept. civilian rubber consumption estimated between 105,000-110,000 tons with more to come from military use.

British footwear industry suffering same ailments as U.S. Sharp increases in raw material prices have pushed up leather costs and footwear prices. As yet manufacturers trying to average out new costs, absorb some for fear public will resist higher prices. Meanwhile, impending shoe price rises for Spring have set off minor buying spree by public, caused retailers to increase orders, manufacturers to speed up production.

As shoe manufacturers' leather stocks dwindle, shoes will have to be priced nearer full replacement values. Manufacturers find buyers reasonably willing to pay some advances as long as quality is maintained. Main difficulty in England arises if footwear priced near ceiling of Utility footwear scheme. When ceiling price is exceeded, shoes go out of untaxed Utility category, become liable to Purchase Tax which means retail price becomes much higher. Public resists higher price non-Utility footwear of this type because slight difference in quality not enough to make price difference appear worthwhile.

Better shoes suffer in situation. Lower priced shoe manufacturers have little trouble, merely introduce cheaper shoes made of lower grade leathers but within public price range. Higher priced brands being lowered in quality also.



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is only skin deep



**In shoes, beauty
is calf skin deep.*

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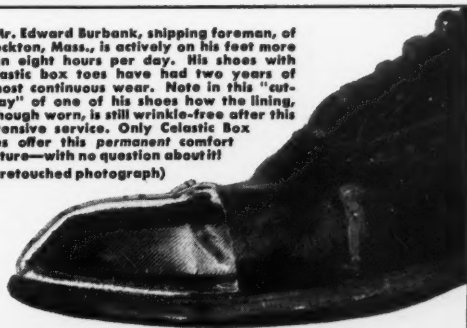
is hard on the feet too!

(but Celastic* gives wrinkle-free comfort
in heavy service)

Everyone knows that a busy shipping department foreman is on the go most of the day. People who make a living on their feet need the maximum comfort that the Celastic box toe provides day in and day out — for the wear life of the shoe.

Celastic eliminates the major cause of discomfort in the toe area — wrinkled or loose linings. It is accomplished by a unique fusion process whereby lining, box toe and doubler become one, locked-tight union. Specify Celastic in the shoes you make — get the repeat business that comfort assures.

Mr. Edward Burbank, shipping foreman, of Brockton, Mass., is actively on his feet more than eight hours per day. His shoes with Celastic box toes have had two years of almost continuous wear. Note in this "cut-away" of one of his shoes how the lining, although worn, is still wrinkle-free after this extensive service. Only Celastic Box Toes offer this permanent comfort feature—with no question about it! (Unretouched photograph)



UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS



*"CELASTIC" is a registered trademark of the Celastic Corporation

JOBBER'S EYE LOWER-PRICED SHOES

PRICE REACTION SEEN AT BOSTON SHOW

New Price Trend May Affect Lower Grade Shoes

Shoe wholesalers who normally provide the nation's smaller independent retailers with lower grade shoes are now turning to lower priced lines in order to maintain their price ranges at nearly pre-Korean levels.

This was the observation of many of the 300 shoe manufacturers who exhibited their lines at the Advance Spring Shoe Showing held Oct. 15-18 at the Statler and Touraine Hotels, Boston. The show was sponsored by the New England Shoe and Leather Association.

Buyers attending the show consisted, for the most part, of shoe wholesalers who handle men's, women's and children's shoes priced ordinarily from \$3-\$7. Price increases instituted within the past three months by manufacturers have now increased this range to \$4-\$9.

Balk at Increases

These shoe jobbers have gone along as manufacturers raised their prices at wholesale once or twice, even three times since June 25, with total increases averaging up to 35 cents. They figured that retailers and their customers would take the increases in stride. But with manufacturers now talking of further increases that would raise post-Korean retail prices by \$1 or more, wholesalers have showed a tendency to turn to lower priced lines.

As a result, many manufacturers are finding that jobbers who concentrated on \$5 lines before Korea are now buying the next lower grade at \$5. Quality of their lines may be lowered but they see less change of price resistance by shoe retailers and consumers causing sales volume to spurt.

Spring Lines Absent

Despite the title of the show — Advance Spring Shoe Showing — there were few Spring lines displayed. Manufacturers were unanimous in reporting they have little or no idea how to price their shoes for next Spring and Summer, consequently were reluctant to display new samples. There were too many intangibles, they said — the cost of

labor, leather, shoe materials, possible controls — to even consider Spring pricing. All agreed retail prices would be up at least 20 percent next Spring.

Buying at the Show, while moderate to active, was therefore concentrated on filling-in Fall and Winter lines. Manufacturers offered firm prices for immediate delivery only, "reasonably" firm prices for delivery through Dec.

A. W. Berkowitz, treasurer of Bourque Shoe Co. of Raymond, N. H., manufacturer of women's cemented and California dress, work and play shoes retailing at \$5-\$6, reported good sales through Dec. He was not too optimistic about conditions to come in the shoe industry. "In addition to higher labor and material costs, we must figure on the possibility of lower civilian production," Berkowitz declared. "Shoe workers are already moving over to the higher-paid defense plants."

Joseph Marcus of A. G. Walton & Co., Inc., Chelsea, Mass. makers of boys' and youths' medium dress shoes retailing from \$4-\$6, reported good sales to regular chain store buyers. Walton, however, maintains an adequate in-stock department from which most of its present sales were coming.

RETAIL SHOE SALES UP 15% IN AUGUST

Sales of the nation's independent retail shoe stores during Aug. ran fully 15 percent ahead of the same month in 1949, the Census Bureau reports.

The continued impact of scare buying brought on by the Korean War was indicated by the fact that Aug. sales volume fell only one percent below that of July. Sales for the first eight months of 1950 remained about the same in value as the comparable 1949 period.

Percentage changes in sales from July to Aug. 1950 in various cities were as follows: New York, down eight percent; Chicago, down five percent; Detroit, up 12 percent; St. Louis, up two percent; Philadelphia, down four percent; Baltimore, down five percent; Washington, D. C., down 19 percent; Milwaukee, up 12 percent; Minneapolis, up 26 percent; Dallas, up 47 percent; Newark, down 12 percent; Los Angeles, down 24 percent and Seattle, up 18 percent.

AFL WINS BOOST AT BROWN SHOE CO.

Pact Follows Increase At International Shoe

Close to 3300 shoe workers employed in Brown Shoe Co. plants outside of St. Louis won a six cents hourly wage increase while 400 others in St. Louis were awarded a five percent raise in a new contract signed this week by the company and the Boot and Shoe Workers Union, AFL.

The six cents increase applies to workers in plants located at Moberly, Brookfield, Charleston, Steelville and Fredericktown, Mo.; Litchfield, Ill.; and Union City, Tenn.

In addition, the new contract, effective for one year from Oct. 30, carries over other benefits contained in the previous agreement. It has no wage reopening clause.

Signing of the new agreement at Brown Shoe Co. followed closely last week's announcement that 9000 AFL workers at International Shoe Co. were given a wage increase of six cents per hour. The International contract, effective Oct. 2, expires Nov. 30, 1951, and covers 19 plants in Missouri (outside of St. Louis), Illinois and Kentucky.

United Shoe Workers of America, CIO, recently won a six cents hourly increase for workers employed at International Shoe plants in Missouri, Illinois, Arkansas and New Hampshire. (L&S, Sept. 23.)

The Boot and Shoe Workers Union is presently negotiating with 12 St. Louis women's specialty shoe manufacturers. It is expected that the new contract will approximate that agreed upon at International and Brown.

Quartermaster May Assign Priorities

Quartermaster Corps purchasing agencies are authorized to apply priority ratings in certain existing and future contracts, according to Major General Herman Feldman, the Quartermaster General.

Gen. Feldman said special "DO" symbols have been assigned to various QM supply items by the National Production Authority. The "DO" rating has been designed to help contractors obtain raw materials and components needed in manufacturing certain QM items.

SET NEW GLOVE LEARNER MINIMUM

New Ruling Gives 60c For First 320 Hours

The Labor Department's Wage and Hour and Public Contracts Division has announced new sub-minimum hourly wage rates to be paid glove learners. The new rates call for 60 cents per hour for the first 320 hours of work and 65 cents for the remaining 160 hours of the 480 hour learning period.

The effect of the regulation was to increase the sub-minimum pay rate for the first two months of work from 55 to 60 cents while continuing the 65-cent rate over the last month. After three months, the Federal 75-cent hourly minimum is effective.

Sub-minimum certificates will be issued for learners employed as hand and machine stitchers in the leather dress glove industry, machine stitchers in the work glove and fabric glove industries, and finger knitting and closing in knit wool glove plants.

The Department also ruled that no more than 10 percent of a plant's normal working force shall be learners. This may be increased in new or expanding plants. All plants may have up to 10 learners regardless of percentage.

Wage and Hour Administrator William R. McComb said that all outstanding certificates issued to glove manufacturers since last July 25 will be amended in accordance with revised regulations, effective Oct. 25.

Experienced workers are defined as those with 480 hours or more work experience during the preceding three years.

New England Shoe Output Up 1%

New England shoe factories produced 91 million pairs of shoes during the first seven months of 1950, an increase of one percent over the comparable 1949 period, Maxwell Field, executive vice president of the New England Shoe and Leather Association, reports.

During this period, the following changes were recorded in production by states: Maine, up 8.1 percent; New Hampshire, up 0.7 percent; and Massachusetts, down one percent. Value of shoe shipments from New England in the Jan.-July period totaled \$297,829,000 with a per pair average value of \$3.27.

Field said that during the first seven months of 1950 the New England shoe states produced 32 percent

of all shoes made in the U. S. In July, New England shoe output totaled 11,370,000 pairs with shipments valued at \$39 million. Massachusetts led all other states in value of shoes shipped with total shipments valued at \$21,145,000.

The U. S. shoe industry employed approximately 229,500 workers during July, an increase of 2.5 percent over the previous month, when 223,800 workers were employed, according to the Association's analysis of the indices of the U. S. Department of Labor Statistics. Average weekly earnings during July were \$42.49, an increase of 6.5 percent over a year ago, while average hourly earnings increased four percent to \$1.127 per hour.

The Massachusetts shoe industry employed approximately 36,045 workers during July and the average amount of total weekly wages paid them amounted to \$1,474,645. This represented a decrease of six percent in employment and two percent in payrolls from the same month last year, but an increase of five percent in employment and six percent in payrolls over June, 1950.

ARMY SEEKS 471,000 PAIRS COMBAT BOOTS

Navy Asks Bids On 30,336 Pairs Shoes

The Army revealed its anticipated bid invitation this week for almost half a million pairs of boots. QM-30-280-51-563 calls for bids on 471,000 pairs of russet service combat boots, Stock No. 72-B-2763-154 through 513, Specification MIL-B-1720.

Bids will be opened at 2:00 p.m., Oct. 26, in New York with delivery scheduled at 58,320 pairs in Dec.; 124,104 pairs in Jan., 1951; 111,456 pairs in Feb.; 127,128 pairs in March; and 49,992 pairs in April. Destinations are tentatively as follows: Atlanta, 72,000 pairs; Columbus, 147,000 pairs; Sharpe, 24,000 pairs; Auburn, 72,000 pairs; San Antonio, 72,000 pairs; and Schenectady, 84,000 pairs.

The Navy issued Invitation No. 7429 calling for bids on 30,336 pairs of N-1 field shoes, natural color. Bids to open at 10:00 a.m., Nov. 2, N. Y.

CHAIN STORES SHOE SALES UP 1.2% FOR NINE MONTHS

Sales of the nation's five leading chain shoe stores, operating a total of 1650 stores, showed an increase of 5.8 percent for Sept. as compared with the same month last year. Sales for the first nine months of the year were up 1.2 percent over a year ago.

The Sept. gain in dollar volume should be discounted to some extent by the 1.5 percent gain in number of stores operated over last year and the somewhat higher levels of prices now in effect, according to the Tanners' Council. The Council admits, however, that pairage sales are at least equal and possibly greater than a year ago.

Gains for Sept. over last year ranged from 15.8 percent reported by Shoe Corp. of America to 6.3 percent by A. S. Beck. Melville Shoe Corp. was the only chain to report a drop in dollar volume equal to 4.3 percent.

Latest Department of Commerce sales figures for Aug. show that shoe chains and independent shoe stores combined reported an average increase of 15 percent in dollar volume over the same month a year ago. Sales for the first eight months of the year were up 1.7 percent over last year.

SEPTEMBER CHAIN STORE SALES

	September		%	1st 9 Months		%
	1950	1949		1950	1949	
Edison	\$6,984	\$6,491	+ 7.6	\$53,318	\$54,263	-1.7
Kinney	3,445	3,052	+12.9	24,021	22,971	+4.6
Melville	7,502	7,836	- 4.3	50,873	51,859	-1.9
Beck	4,413	4,153	+ 6.3	29,680	28,955	+2.5
Shoe Corp.	5,117	4,416	+15.8	29,253	26,847	+8.9
Total	\$27,461	\$25,948	+ 5.8	\$187,145	\$184,895	+1.2

• Brown Company's Research Department is playing a more important role than ever before in helping the company maintain top quality in Onco insoles and other products while holding down prices in the face of increas-

ing costs. "Quality and service to our customers continue to be the predominant factor of consideration in supplying the shoe industry with Onco Insoles," according to Urban J. Dacier, Brown Company's Onco Division.

RETAIL SHOE CURBS HELD UNLIKELY

Harrison Hears Retailers' Complaints

Direct controls over retail sales of shoes, luggage and other such items are unlikely for some time to come, according to William H. Harrison, National Production Authority Administrator.

Speaking before a recent gathering in Washington of 80 retail trade and services leaders, including five from the shoe and luggage industries, Harrison declared that indirect controls "applied promptly enough" should result in little need for direct controls.

Among the trade representatives attending the meeting were Edward Atkins, secretary of the National Association of Shoe Chain Stores; L. E. Langston and George B. Hayes of the National Shoe Retailers Association; J. O. Moore of Miller-Jones Co., Columbus, O.; and W. H. Tuerke of the National Luggage Dealers Association.

The NPA Administrator heard complaints from many retailers that credit controls recently imposed were already crippling the automobile, furniture and appliances field. However, no such charges were voiced by the shoe or luggage representatives.

Difficult times may lie ahead for all retailers, including shoe retailers, Harrison implied. He pointed out that while present military needs are "relatively modest," they are expected to expand heavily when the rearmament of Europe and other friendly centers gets fully under way.

Harrison defined "direct controls" as allocations, detailed inventory controls, and price and wage ceilings.

H. B. McCoy, NPA Assistant Administrator for Industry Operations, told retailers present that limitations may shortly be placed on the use of such materials as copper, zinc, aluminum and nickel due to the heavy stockpiling program which the Government is launching.

Mexico Will Import South American Hides

The Mexican Government will lift its ban of foreign hide imports long enough to permit its tanning industry to buy good quantities of hides from South America.

Gov. Jose Aguilar y Maya of Guanajuato State, which includes the Mexican shoe manufacturing center of Leon, told the press last week that the import ban will soon be lifted. In Mexico City to urge Government action on the nation's hide shortage, he said Mexican shoe consumption has increased so much in recent years that the domestic slaughter is insufficient to supply enough leather.

Aguilar reported that the ministry of national economy has agreed to lift hide import bans so that Mexican tanners and importers can purchase South American hides, possibly from Colombia.

5 International Shoe Plants Shut For Week

International Shoe Co. has shut down five of its men's shoe factories during the week of Oct. 23. No official reason for the shutdowns was given but a company spokesman stated that production has probably exceeded sales in recent months.

Plants affected for the week's shutdown are the Madison St. factory in St. Louis; the Mervat unit in Poplar Bluff, Mo.; Cape Girardeau, Mo.; the Bluff City factory in Hannibal, Mo.; and Quincy, Ill. All are producers of men's dress shoes.

BROCKTON SHOE WORKERS WIN RAISE

5000 To Get 10% Boost And 87c Minimum

Close to 5000 shoe workers employed in 17 Brockton, Mass., shoe factories won a 10 percent cost-of-living wage increase late last week after a three-day work stoppage.

Workers had returned to their jobs in mid-week after their employers agreed to resume contract negotiations with the Brotherhood of Shoe and Allied Craftsmen, independent Brockton union.

The new agreement, effective Oct. 2, also calls for a minimum hourly rate of 85 cents which will be increased to 87 cents within the next 90 days. Workers will receive an additional three paid holidays and a second week's vacation after five years of service.

Some 1000-1500 workers in five other factories which are not members of the Associated Shoe Industries of Southeastern Massachusetts, Inc., were also affected by the agreement. Returning to work early in the week after being given a 10 percent wage increase and 90 cents hourly minimum, they had agreed to abide by the minimum wage accepted by the BSAC.

Previously, the minimum had been set at 75 cents, required under Federal law. The new minimum will eventually be 12 cents above the required figure.

Under the new contract, which runs until Jan. 2, 1952, the union may reopen the wage question if the cost-of-living rises appreciably.

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Specializing in high grade full chrome calf leathers for the shoe, handbag and novelty trade in an extensive range (162 shades) of Ultra High Style Colors.

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ST. LOUIS—Geo. J. Bucher, 1802 Locust St.
MILWAUKEE—H. I. Stewart, 918 North 4th St.
ENGLAND—Davis Canadian Leathers Ltd.,
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AGENTS

DOMINION CALF LEATHERS

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NEW YORK AREA—R. A. Brea, 2 Park Avenue
CALIFORNIA—A. J. & J. R. Cook Co.
LOS ANGELES—1220 Maple Ave.
SAN FRANCISCO—237 Eighth St.

TANNERY—DAVIS LEATHER CO. LTD., NEWMARKET, ONTARIO, CANADA

Military Footwear Head



One of today's most active executives is R. A. Mills, chairman of the Leather and Footwear Industry Group which is presently studying the industry's mobilization requirements and helping the armed forces formulate their leather and footwear procurement programs. Mills is also vice president of Endicott-Johnson Corp., Endicott, N. Y. He served as chairman of the Footwear Division at the National Convention of the Quartermaster Corps, held Oct. 6 in Philadelphia.

Wholesalers' Shoe Sales Up 22% In August

Sales of shoe wholesalers during Aug. averaged 22 percent above Aug. 1949, the Commerce Department's Bureau of the Census reports.

Based on reports of 31 leading wholesalers, the Bureau found Aug. sales up 25 percent from July 1950. The Aug. 1950 increase, resulting in the main from a rush by retailers to fill depleted pipelines after the outbreak of the Korean War, brought wholesalers' sales for the first eight months of 1950 up six percent from the comparable 1949 period.

End-of-month inventories for Aug. 1950 declined two percent from Aug. 1949 and nine percent from July 1950, based on reports from 23 wholesalers.

Stock to sales ration was 154 percent in Aug. 1950 as compared to 193 percent in Aug. 1949 and 213 percent in July 1950.

Wholesale sales of leather and shoe findings dealers for Aug. 1950 rose 35 percent above Aug. 1949 and 14 percent above July 1950. Sales for the first eight months of 1950 increased nine percent over the corresponding 1949 period.

210 Associates Banquet Set For November 28

The 17th semi-annual banquet and entertainment of The 210 Associates, national philanthropic foundation of the leather, shoe and allied trades industry, has been scheduled for Tuesday evening, Nov. 28, at the Waldorf-Astoria, New York City.

Albert D. Aronson, sales manager of American Girl Shoe Co., Boston, is chairman of the affair, which takes place during the showing of the Popular Price Shoe Show of America.

Applications for tickets have been mailed to all advertisers in the 210 Year Book and to all members.

Highlight of the banquet will be the third annual presentation of the T. Kenyon Holly Memorial Plaque to the individual judged by most "distinguished service to the shoe and leather industry." Past recipients were Lawrence Sheppard, president of Hanover Shoes, Inc., and A. W. Berkowitz, treasurer of Bourque Shoe Co., and president of the New England Shoe and Leather Association.

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...they're SUPERIOR

Use them in all operations—for uppers, bottoms, heels, edges, etc. They meet high standards for a higher standard of results.

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514 CALVARY AVE. • ST. LOUIS 15, MO.
 IN WISCONSIN G. M. Williams
 IN TENNESSEE E. B. West
 OHIO—PENNSYLVANIA Harry D. Ward

MILITARY BIDS AND AWARDS

Gym Shoes

October 23, 1950 — Navy Bid Invitation No. 7383—7,782 prs. women's gymnasium shoes. Opening, New York, 10 A.M. For delivery to Naval Clothing Depot, Brooklyn. Must be delivered within 30-60 days after date of contract. For the Navy.

October 23, 1950 — Navy Bid Invitation No. 7384 — 14,980 prs. men's gymnasium shoes. Opening, New York, 10 A.M. Item 1—5,278 pairs for Naval Clothing Depot, Brooklyn. Item 2—9,702 pairs for Naval Supply Center, Oakland, Cal. Delivery must be made on the following schedule: 1/3 within 30 days after contract award, 1/3 60 days after contract award and 1/3 after 90 days of contract. For the Navy.

Safety Shoe Lasts

October 23, 1950—QM-30-280-51-558, safety shoe lasts, 5148 prs., to conform to specification MIL-L-2191. Opening in New York at 1:00 p.m., delivery by Nov. 30 or as soon as possible to Philadelphia Quartermaster Depot, for the Army.

Combat Boots

October 26, 1950—QM-30-280-51-563, russet service combat boots, 471,000 prs. Opening in New York at 2:00 p.m., with delivery Dec., 1950-April 1951, for the Army.

Mitten Shells

October 26, 1950—QM-11009-51-717, mitten-shells, trigger-finger, M-1948 Medium, 63,000 pairs, in accordance with Military Specification MIL-M-810A, dated Aug. 24, 1950. Opening in Chicago on October 26, delivery December, 1950-January, 1951.

Various Items

October 27, 1950—QM-30-280-51-428. Various items. Opening at 2:00 p.m., New York. 4,593 spools, 100 yards, various colors, leather lacing; 2,684 leather modeling tools, types 1 and 5; 2,000 skins, calfskin tooling leather, various colors; and 300 fronts medium weight, cream horsehide leather, 3½-4 oz. Delivery December 15-30, 1950, for Army.

Leather

October 30, 1950—QM-30-280-51-452, opening in New York at 1:30 p.m. 5,063 skins, leather, sheepskin, El Morocco, tooling (various colors) and 3,703 skins leather, sheepskin, lining skiver, black and brown. Delivery to St. Louis and Edgewater, N. J., December 15-30, 1950, for the Army.

Leather Soles

November 2, 1950—QM-30-280-51-479, Item 1 — full leather soles, 12,000 prs., and Item 2 — leather sole strips, 13" wide, 30,000 lbs. Opening in New York at 3:00 p.m.

with delivery during Dec. 1950, for the Air Force.

Arctic Mittens

November 3, 1950—QM-11-009-51-818, arctic mittens, 176,160 prs., M-1949 with cotton oxford gauntlet, complete with liner. Small size in accordance with Military Specification MIL-M-834A dd. July 25, 1950 and Pattern dd. Sept. 12, 1950. Domestic Pack—32,832 prs. to Auburn, Wash., 2,400 prs. to S. Schenectady, N. Y. Overseas Pack—131,328 prs. to Auburn, 9,600 prs. to S. Schenectady. Opening at 10:00 a.m. in Chicago. Delivery Dec. 31, 1950 to Jan. 31, 1951.

Tanners Council To Stage Exhibit At Fair

The Tanners' Council will offer an unusual educational exhibit in booths 31 and 32 of the Palmer House Exhibition Hall during the National Shoe Fair, Oct. 30-Nov. 2 in Chicago.


Outstanding in the exhibit, which includes two large color wheels portraying official men's and women's leather colors for Spring and Summer 1951, is a scientific laboratory apparatus designed to show the foot ventilating properties of leather. The device, developed at the Council's Research Laboratory at the University of Cincinnati, visually traces the passage of air through sole leather.

In addition to the display of authentic leather colors, merchandising guides for each of the selected colors and official color cards prepared by Mrs. Margaret Hayden Rorke, managing director of the Color Card Association, will be available.

BROWN CO. BOOSTS PAY

Workers at the Brown Co., Berlin, N. H., manufacturer of shoe inner-soles and other products, have been awarded a five cent hourly wage increase.

Announcement of the boost was made jointly by Lawrence F. Whittemore, Brown president, and Philip Smith, president of Local No. 75, AFL. The increase was given voluntarily by the company since the present labor contract does not expire until June 15, 1951.

 The first men's oxfords, made of light tan calfskin and retailed for \$2.50 a pair, were shown in Binghamton, N. Y., in 1898. A store owner who purchased these shoes, a Mr. Skinner, thought he had been stuck and requested tops put on the shoes so they would sell.

HEBB LEATHER COMPANY

Lining Leathers



Fine
Leathers
Since
1901

HIDE IMPORTS UP SHARPLY IN AUGUST

Imports of foreign cattlehides during Aug. rose sharply to a total of 532,000 pieces, almost 500 over the total for Aug. a year ago. Net import volume for the month was 509,000 hides, bringing the net import total for the first eight months of 1950 to 1,786,000 hides against a net export balance of 219,000 for the comparable period last year.

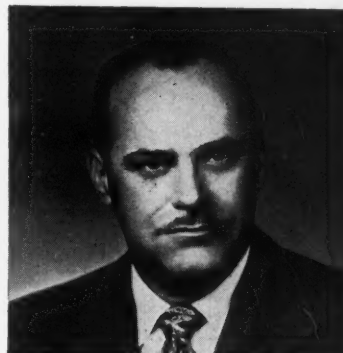
Aug. hide imports included 329,000 from Argentina, of which many will probably be re-exported under the

ECA program. Canada sent 65,000 hides and Brazil 60,000.

Imports of calf and kip skin totaled 347,000 skins, equal to July figures. This brought net imports for the month to 326,000 skins while the first eight months show a net import position of 1,665,000 skins.

Goat and kid skin imports totaled 3,412,000 pieces for the month, bringing the eight months' total to 28,292,000 skins. Pickled sheepskins totaled 2,533,000 during Aug. with the eight months' figure at 16,034,000 skins.

New Vice President



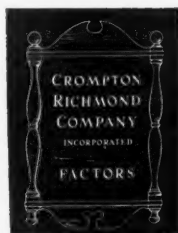
Chester M. Brown, newly-appointed vice chairman at the General Chemical Division of Allied Chemical & Dye Corp., New York City. Brown has held down various positions in the production and sales departments of the company for the past 21 years. During World War II, he was plant manager of the West Virginia Ordnance Works which, under General's supervision, established outstanding T.N.T. production records in operating the plant for the U. S. Government.

HIDE AND SKIN IMPORTS ANALYZED

(000 omitted)

(000 omitted)		Exports				Imports			
LEATHER	Unit	Aug. 1950	Aug. 1949	8 mos. 1950	8 mos. 1949	Aug. 1950	Aug. 1949	8 mos. 1950	8 mos. 1949
Sole	Pounds	22	70	353	1,281	784	40	2,359	375
Belting	Pounds	—	4	15	30	94	8	619	245
Upper	Sq. Ft.	2,739	3,344	20,648	33,221	1,001	353	6,724	3,368
Lining	Sq. Ft.	431	498	3,455	8,258	499	23	2,047	629
Glove, Garment	Sq. Ft.	361	347	2,344	2,511	260	251	2,582	2,245
Bag, Case	Sq. Ft.	30	58	348	496	99	7	495	119
Upholstery	Sq. Ft.	13	61	236	763	24	—	191	9
RAWSTOCK									
Cattlehides	Hides	23	127	229	831	532	35	2,015	612
Calf and Kip	Skins	21	77	249	755	347	118	1,914	505
Goat and Kid	Skins	—	—	—	—	3,412	2,657	28,292	25,346
Cabrettas	Skins	—	—	—	—	280	421	2,613	2,199
Shearlings	Skins	—	—	—	—	187	189	1,981	658
Pickled Sheep	Skins	41	51	666	328	2,533	3,149	16,034	9,645
Woolled Skins	Skins	—	—	—	—	94	187	1,341	658

HOW TO PROTECT YOUR EQUITY



Prudence always counts the cost of new capital invested in a business...including the dilution of present equities...the entrance of new personalities that may not jell.

Crompton Factoring Service meets this important problem by backing up management with the sinews of continued progress...without disturbing ownership.

Crompton Factoring finances receivables with cash advances against invoices, as shipped. This additional working capital primes the pump — and more besides...it can revitalize a business all along the line.

Thus Crompton resources and financial guidance contribute to better earnings performance — in many industries and trades.

Another big asset for Crompton Factoring customers is our credit service...no worrisome credit pitfalls and hazards...no credit overhead.

Crompton Factoring can work to your financial advantage. Let us show you how.

The Human Factor

CROMPTON-RICHMOND CO., INC.

1071 Avenue of the Americas, New York 18, N. Y.

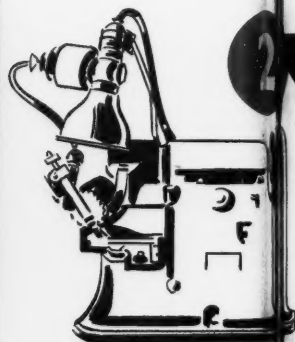
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with

Rotary

COMPLETE



Your shoes deserve the very best binding—Rotary Binding—a binding that helps hold the top-lines of the shoe exactly as the designer wants them. Rotary Coated Binding comes in all colors, in all grades, including Nylon and Elasticized, meets all climatic conditions and will not

1 *Rotary* BINDINGS

gum the machine.

Rotary machines, second item in the Rotary complete Binding service, include the superior Rotary French Cord machine and the Rotary Electric-point Heating Unit. Recognized as standard in the trade, these machines are care-

2 *Rotary* MACHINES

fully designed to make French cording easier for the operator and thereby produce better and faster work.

A staff of experienced binding experts make Rotary Service complete. You will find capable and willing Rotary men in all

3 *Rotary* SERVICE

leading shoe manufacturing centers. They not only service Rotary machines, but often help solve

difficult binding problems of Rotary customers. There are no costly production delays when you use the Rotary way.

Agents for Shawsheen Shoe Tapes

COMPLETE BINDING SERVICE

Rotary MACHINE COMPANY, INC.
LYNN, MASS.

1408 LOCUST ST., ST. LOUIS, MISSOURI

CANADIAN SHOE INDUSTRY TOLD TO STEP UP MERCHANDISING

Canada's shoe industry needs more aggressive merchandising methods and creative salesmanship if it is to take full advantage of its market, according to Nathan Cummings, chairman of the Consolidated Grocers Corp., Chicago.

Speaking at the first joint convention of Canada's leather and shoe industry and sponsored by the industry's three leading trade associations at Quebec this week, Cummings challenged the shoe industry to improve its position by modernized sales and promotion methods.

The convention, held Oct. 15-18, was attended by nearly 1000 representatives of the Tanners' Association of Canada, the Shoe Manufacturers' Association of Canada, and the Canadian Shoe Retailers' Association. Previously, each of these groups had staged its own convention.

Cummings, a former shoe manufacturer with 20 years of experience in the trade, urged shoe men to take steps to increase their rate of turnover. "The higher costs of operation force shoe merchants to need profit

today more than ever," he said. "Increased margins can put them out of line in price. Greater and heavier turnover is the answer."

Cummings pointed out that the creative salesman "who can show his retail customers how to present the merchandise, how to attract people to their stores, how to advertise, how to price, how to sell people more products—that salesman is getting both the hearing and the business."

He emphasized that the Canadian shoe industry "can profitably devote itself to a far greater development of its good product brands than it has yet accomplished."

Cummings warned against fallacy of lowering sights on true sales potentials by thinking—"After all, a person can wear only one pair at a time." He urged the industry to explore thoroughly the means by which each Canadian could be persuaded to buy "just one more pair of shoes per year."

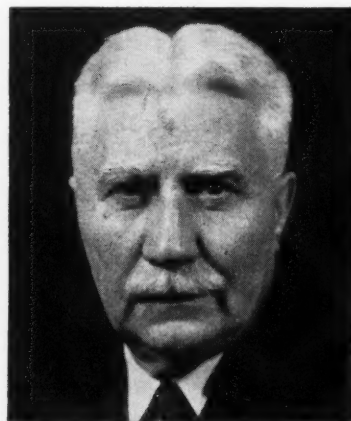
Other speakers at the four-day sessions included John Fisher, Canadian commentator and author, who

told the convention that the Canadian shoe industry needed "to blow its horn" if it were to become recognized for its good work. John F. Bowler was chairman of a three-hour public relations forum, while Elizabeth Hammond, director of the Shoe Information Bureau, was in charge of a Spring 1951 shoe fashion show. An industry luncheon and dinner were also featured.

B. A. LUDWIG DIES; ALLIED CHEMICAL HEAD

Berthold A. Ludwig, 79, president of National Aniline Division, Allied Chemical & Dye Corp., for 20 years prior to his retirement on Oct. 1, 1950, died Oct. 8 at Westfield, N. J., after a long illness.

Educated in Germany as a chemist, Ludwig came to the U. S. in 1890 and entered the dye application laboratory of Schoellkopf, Hartford and Hanna, Buffalo, N. Y. In 1918 he became vice president in charge of sales of National Aniline & Chemical



Berthold A. Ludwig

Co., Inc., and subsequently, in 1930, became assistant to the president, Allied Chemical & Dye Corp., and then president of National Aniline Division.

He was an active leader in the technical development, production and application of dyestuffs for over 60 years, of which 53 were devoted to National Aniline and its predecessors. Ludwig also made substantial contributions to the establishment and growth of the American synthetic detergent industry and under his direction National Aniline undertook a fundamental research program on petroleum-based synthetic detergents.



*Genuine Buck
is made only from
Imported Deerskins*

GARLIN genuine buck is "THRU-WHITE". It is finely napped and superbly tanned. It meets the exacting requirements of shoe manufacturers who will NOT compromise with quality. Value Minded buyers prefer genuine buck.

**GARLIN
& CO., INC.**

44 South St., Boston, Mass.

Sales Agents: William J. Dauer, St. Louis, Mo;
A. E. Piekenbrock, Milwaukee 3, Wisconsin;
Walter N. Schafstall, Cincinnati, Ohio; Russ White
Co., Los Angeles, California.

Endicott-Johnson Awarded Army Contract

Endicott-Johnson Corp., Endicott, N. Y., was awarded contract this week on QM-30-280-51-380 calling for 10,296 pairs of women's russet oxfords. Entire pairage went to Endicott-Johnson on its bid of \$5.47 per pair.

At the opening of QM-30-280-51-368 covering 13,836 pairs of women's white oxfords, Craddock-Terry Shoe Corp., Lynchburg, Va., turned in low bid of \$5.20 per pair. Five other shoe manufacturers bid as follows:

Endicott-Johnson Corp., Endicott, N. Y., entire quantity at \$5.30 per pair, 10 days acceptance.

Adams Bros., Pittsfield, Mass., entire quantity at \$5.34 per pair, 60 days acceptance, $\frac{1}{2}$ of 1% in 20 days.

U. S. Shoe Corp., Cincinnati, O., entire quantity at \$5.85. 60 days acceptance.

Schall Manufacturing Co., Chicago, 6,918 pairs at \$6.82, 60 days acceptance.

Golo of Dunmore, Dunmore, Pa., all at \$7.27, 15 days acceptance.

OPEN LEATHER BIDS

There were 11 bids on hand late last week when the New York Quartermaster Procurement Agency opened bids on QM-30-280-51-351 covering the following leather items: Item 1—1000 fronts heavyweight cream colored horsehide $4\frac{1}{2}$ -5 oz., Item 2—1000 fronts russet case leather, 5-6 oz.; Item 3—2000 skins medium weight natural russet calfskin leather, 2-2 $\frac{1}{2}$ oz. Following are bidders and prices:

Freedman Bros., New York City, Item 1—48c per ft., 60 days acceptance, 2% in 10 days.

S. I. Reed Co., Chicago, Ill.; Item 1—52c per ft., approximately 18,000 ft., 50% grade "A" and 50% grade "B," 30 days acceptance.

A. L. Gebhardt Co., Milwaukee, Wis.; Item 1—approximately 18,000 ft. at 55c per ft.; Item 2—approximately 26,000 ft. at 66c per ft., 10 days acceptance, net 30 days.

Fred H. Lowenstein, Inc., New York City; Item 2—approximately 22,000 ft. at \$.7145—Note: to be furnished 50% grade "A" and 50% grade "B." Item 3—1,000 skins, approximately 13,500 ft. at \$.9988; 14 days acceptance.

A. C. Lawrence Leather Co., Peabody, Mass., Item 2—300 sides, approximately 6,600 sq. ft., at \$.735; Item 3—entire quantity, approximately 19,000 sq. ft., 8-12 sq. ft. per skin, \$.939; 15 days acceptance, 2% in 30 days.

Steinberg Bros. Inc., New York City; Item 1—45c per ft., 20 days acceptance.

A. F. Gallun & Sons Corp., Milwaukee, Wis.; Item 3—\$.918 per sq. ft., 30 days acceptance.

American Handicraft Co., Inc., East Orange, N. J.; Item 3—24,000 sq. ft., at 75c; 30 days acceptance, 1% in 20 days.

R. Neumann & Co., Hoboken, N. J.; Item 3—92c per sq. ft.; 30 days.

Caldwell Lace Leather Co., Inc., Auburn, Ky.; Item 1—approximately 18,000 sq. ft., 18 sq. ft. per skin, \$.64; Item 2—approximately 22,000 sq. ft., 22 sq. ft. per side, \$.76. Five days acceptance, 2% in ten days, 1% in 20 days.

New Jersey Tanning Co., Inc., Newark, N. J.; Item 2—\$.656 per sq. ft.

Two bidders responded to the Invitation QM-30-280-51-488 for five shoe finishing machines. Champion Shoe Machine Co., St. Louis, Mo., offered to furnish the machines for \$616.25 each, 60 days acceptance, net. Landis Machine Co., St. Louis, Mo., offered \$582.30 each, 60 days acceptance, net.

INDUSTRY WORKERS UP

The recent upsurge in employment of workers in the leather and leather products, including shoes, industry as noted in Aug. remained at the same high level in Sept., the Labor Department reports. During both Sept. and Aug., there were 410,000 workers employed in the industry as compared to 391,000 in July and 395,000 in Sept. 1949.

Actual production workers were listed at 370,000 during both Aug. and Sept. against 351,000 in July and 354,000 in Sept. a year ago. Preliminary reports indicate further gains ahead in coming weeks.

LET US WELCOME YOU
at BOOTH 45 at
THE PALMER HOUSE

Chicago

during the
NATIONAL SHOE FAIR

Oct. 29th to Nov. 2nd

Where We Are Exhibiting
Our Fine Products

**LAWRENCE SCHIFF
SILK MILLS**

ESTABLISHED 1918

Manufacturers and Distributors of
FINE-QUALITY NARROW FABRICS
to the Shoe Trade for 32 Years

95 Madison Avenue

New York 16, N.Y.

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WELT BUTTING

A Hidden Detail That Means Better Shoes



Automatic pounding and anchorage of the entire breastline area of the shoe is available to manufacturers of Goodyear Welt shoes with the Goodyear Welt Butting and Tacking Machine — Model B.

Another advance resulting from United's continuous program of machine development, this machine has already been widely accepted by manufacturers as an efficient production unit contributing to better shoe-

making and improved appearance in the finished shoe.

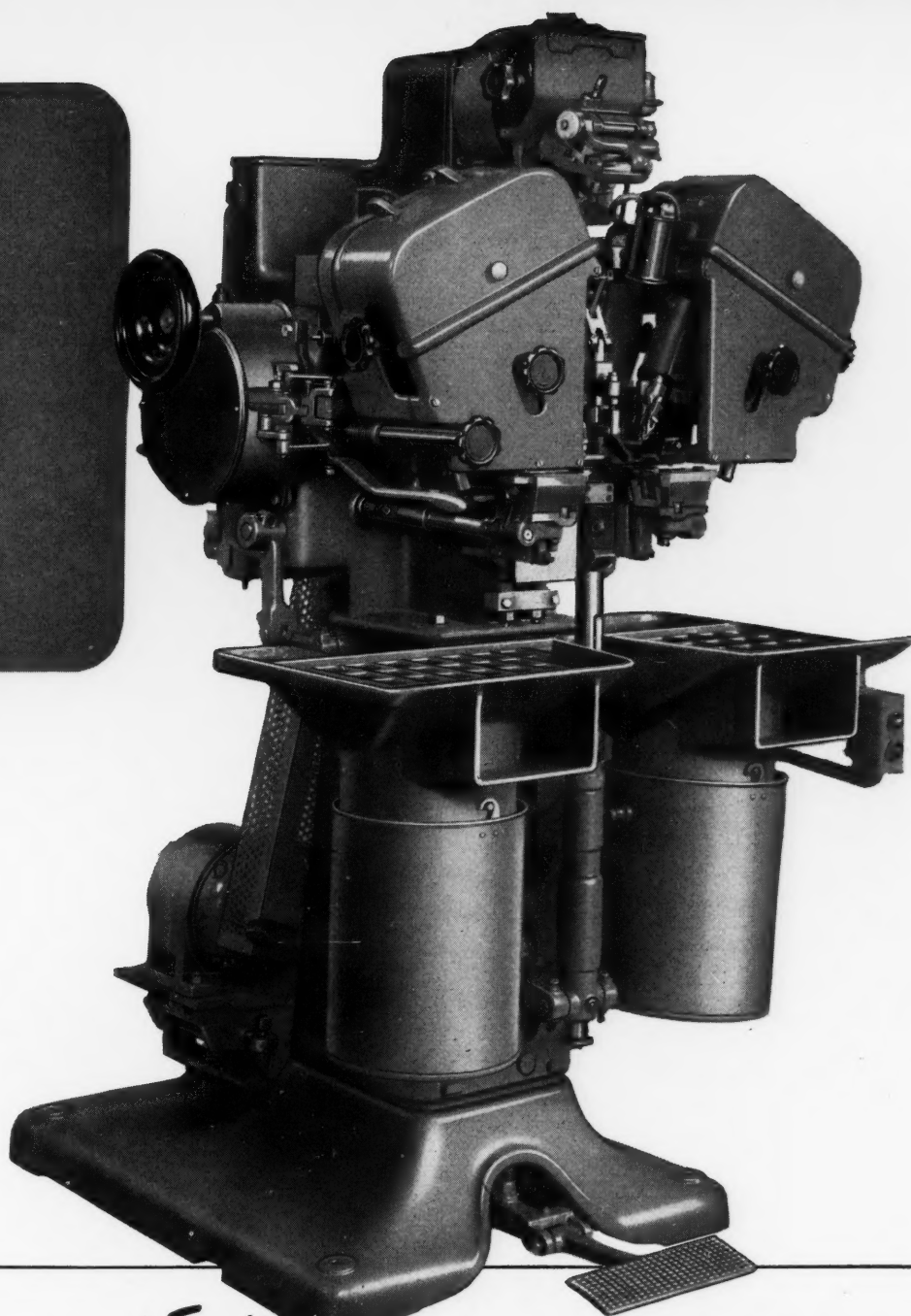
It cuts a bevel on the welt, smooths the inseam in the breastline area, compresses the material of the upper to the desired location and drives a tack at each welt end to hold the compressed area. Easily made adjustments for each of these functions give the machine great use and versatility.

The Goodyear Welt Butting and Tacking Machine — Model B has been ruggedly built and carefully designed to offer the utmost in operating efficiency. For complete details, call the nearest United branch office.

SPECIFIC BENEFITS: As the breastline area is compressed laterally, the pounding action helps to reduce any high spots. The breastline area is smoothed, the welt line maintained and superior bottom filling, leveling and heeling result. The two tacks driven while area is compressed can be placed where desired by simple adjustment. The possibility of cutting outsole stitches is reduced at edge trimming, heel trimming and jointing.

United Shoe Machinery Corporation

BOSTON, MASSACHUSETTS



Practical Facts

- Proved tack mechanism — the most efficient for sure anchorage.
- Back gauge for determining proper distance from butt to heel end operates automatically as a stop when anvils hit last welting stitch. Manual setting for butt location optional.
- Hydraulic jack provides uniform support for pounding with any size or style of last.
- Lateral compression and location of butts can be controlled accurately.
- Automatic lubrication of cam shaft and associated parts.
- All adjustments handy to operator, easy to understand and use. Knives remove easily — knife holder provided for grinding.
- Built-in illumination is focused on the work area.

THE NEXT
TIME YOU
BUY SOLE
LEATHER...

YOUR OWN COMPANY
ORDER BLANK

Tioga Oak
✓ Bends
✓ Bellies
✓ Backs
✓ Shoulders
✓ Cut Stock

MAKE IT

**TIOGA
OAK**



There's no substitute for
genuine sole leather, no
"just-as-goods" for your
requirements as genuine
TIOGA OAK sole leather.

EBERLE
TANNING CO.
Westfield, Penna.

LEATHER MARKET STILL LAGGING BUT PRICES HOLD FIRM

Seasonal Slowdown, High Prices Keep Most Sales At Fairly Low Level

Sole leathers wanted but hard to find. Sheep moves at steady prices. Most other selections find going slower.

Sole Leather Fair

Boston sole leather tanners report they still can sell a fair amount of lighter weight factory bends at good prices. Supply continues limited as some tanners are not even tanning now. Medium to heavyweight bends progressively slower; some concessions made in sales but not enough to establish market. Prices generally quoted as 78-80c for under 8 iron bends with some special selections bringing up to 82c, 70-72c for 8-9 irons, and 63-66c for 9-10 irons. Little prospect of increased sales until after Shoe Fair.

Light Bends: 78-82c

Medium Bends: 68-72c

Heavy Bends: 58-63c

Sole leather tanners in Philadelphia report repair leathers completely dead. There is just no business in finding bends. Good sales in factory leathers. Desirable weights in great demand and shortages continue to exist in light and extra light weights. No change of price. Heads show average price of 32c, 2c higher than last week; whereas bellies quoted at 48c, 2c lower than last week.

Sole Offal Lagging

Offal market generally unchanged in Boston. Despite seasonal slowdown, tanners feel that prices will be

maintained. Hide market slightly easier this week but not enough to lower leather prices. Little likelihood of any substantial drop. Prospect of increased Government orders will keep prices, demand high. Light bellies bring up to 50c though some tanners ask 51c. Steer bellies at 48c. Other selections generally unchanged; sales moderate to slow.

Bellies: Steers: 46-48c; Cows: 48-50c

Single shoulders, heads on:

Light, 58-65c, Heavy, 49-54c

Double rough shoulders: 72-80c

Heads: 29-32c

Fore Shanks: 38-40c

Hind Shanks: 39-43c

Calf Leathers Fair

Boston calf leather tanners report sales fair considering season. Prices remain generally high with small prospect of any easing. Rawstock sales were again slow this week because of high prices but there are no signs of easing. As a result, women's smooth calf still brings about \$1.20 and down; men's weights \$1.25 and down. Suede calf does fairly well at \$1.35 and down.

Men's weights: B \$1.10-1.25; C \$1.04-1.20; D .94-1.14; X .89-1.04; XX 85c

Women's weights: \$1.05 to 1.20; C 97c-1.07; D 90c-1.02; X 80c-96c; XX 65c-78c

Suede: \$1.25-1.35N; 1.20-1.25N; 1.10-1.15N

Price and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1949 HIGH
CALF (Men's HM)	1.10-1.30	1.10-1.30	90-1.10	95-1.15
CALF (Women's)	1.00-1.25	1.00-1.25	85-1.05	90-1.10
CALF SUEDE	1.20-1.35	1.20-1.35	1.00-1.15	1.05-1.30
KID (Black Glazed)	80-1.17; 1.25	80-1.17	70-1.00	70-1.00
KID SUEDE	80-93	80-93	60-88	70-90
PATENT (Extreme)	56-74	49-71	48-56	56-66
SHEEP (Russet Linings)	19-28	19-28	18-22	19-23
KIPS (Corrected Reg. Finish)	64-73	64-71	57-61	57-61
EXTREMES (Corrected Reg. Finish)	54-62	54-62	45-53	48-53
WORK ELK (Corrected)	57-62	55-60	44-50	52-56
SOLE (Light Bends)	78-82	78-83	64-66	68-72
BELLIES	46-50	47-51	38-42	44-48
SHOULDERS (Dble. Rgh.)	72-80	72-80	60-67	64-72
SPLITS (Lt. Suede)	36-41	36-41	37-43	39-44
SPLITS (Finished Linings)	20-26	20-26	20-23	22-24
SPLITS (Gussets)	17-22	17-22	17-20	19-20
WELTING (1/4 x 1/4)	11	11	9	9 1/2-10
LIGHT NATIVE COWS	33-34	33 1/2-34 1/2	25-27 1/2	29 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.

Sheep Leathers Good

Boston sheep leather tanners report steady sales at firm prices. For the most part, prices remain at recent levels with best sales to Southwest buyers. Cowboy boot manufacturers, specialty manufacturers keep tanners moving. Russet linings bring 28c and down on average. Good skins for specialty leathers around 26c, shoes at 21-22c with lower grades at 18c. Colors fair at 28c and down but other selections slow.

Russet linings: 28, 26, 24, 22, 20, 18, 16, 15c.

Colored vegetable linings: 28, 26, 24, 21, 19, 17, 15c

Hat sweat: 29, 27, 25, 23c

Chrome linings: 34, 32, 30, 28, 26c

Garment grains: 27, 25, 23, 21c

Garment suede: 28, 26, 24, 22c

Side Leathers Unchanged

Boston side leather tanners do some business at recent price levels. Sales are generally slower, however, with prices not quite as firm as three weeks ago. Tanners feel slowdown is temporary, say rising military orders will keep market steady. Reports from hide market say good deal of heavy hides sold in past week at slightly lower prices. This may serve to lower heavy leather prices somewhat. Meantime, tanners mark time, wait for Shoe Fair.

Heavy Aniline Extremes: B 64-67; C 63-64; D 56-59c

Other Finishes

Corrected Kips: B 65-73; C 63-71; D 61-69; X 55-62c

Corrected Extremes: 54-62; 52-58; 50-56; 47-53c

Corrected Large: 53-58; 51-55; 49-53; 46-50c

Work Elk: 57-62; 53-58; 49-54c

Splits Moderate

Boston splits tanners report no changes for the week. Prices about the same as last week on lists. Because sales have continued spotty in various selections, sale prices are sometimes off a cent or two from lists. Suede splits still do good business at former prices. Another fairly steady selection is finished linings at 26c and down. Gussets and retan sole not too active.

Light suede: 36-41; 34-39; 32-36c

Heavy suede: 43-47; 41-43; 38-40c

Retan sole: 40, 38, 35, 33, 30c

Finished linings: 19-21; 20-23; 22-26c

Gussets: 17-22c

Pickled Heavy, 14-15c lb.; Light, 12½-13½c lb.

Blue splits: Heavy, 15-17c lb.; Light, 13-14c lb.

Kid Leathers Slower

Kid leather tanners of Philadelphia say business fairly slow compared to several weeks ago but that Oct. is continuation of usual between-season period, and no one expects much business. Compared to last few years, current activity is quite satisfactory. There is some activity all the way "down the line" in the industry.

More emphasis on black suede than in last few weeks, but, on the whole, glazed still outselling suede. Black is big — brown next, and a few colors currently selling in small quantities. Prices same as last week's in suede. Glazed prices show high of \$1.25 but this is for highest priced best-grade heavy glazed leather that goes into the best men's shoes.

Slipper still going fairly well. No price changes quoted. Linings fair at unchanged prices. Nothing new reported crushed or satin mats.

Current Average Prices

Suede: 35c-93c

Glazed: 32c-1.15; 1.25

Linings: 26c-60c

Slipper: 30c-65c

Crushed: 35c-75c

Satin Mats: 50c-1.20

Belting Leathers Up

Philadelphia tanners of belting leather report a considerable amount of business. As in sole leather, belting leather tanners find shortages in light and extra light weights. Prices on No. 2 and No. 3 butt bends show some slight variation from last week — in most instances 1c to 3c higher. No one has No. 1 on hand, so no quotations available. Activity in shoulders continues; no price quotations available.

Curriers report continued activity with business about at last week's level. They are continuing to limit the size of orders. Curried shoulders extremely active. No price changes quoted.

AVERAGE BELTING PRICES

Butt Bends:

No. 2 ex. heavy 1.05-1.09

No. 2 ex. light 1.15

No. 3 ex. heavy 1.01-1.03

No. 3 ex. light 1.11-1.12

AVERAGE CURRIED BELTING PRICES

Curried belting Best Selec. 2nd 3rd

Butt bends 1.36-1.50 1.32-1.43 1.26-1.30

Centers 12" 1.60-1.85 1.55-1.78 1.30-1.34

Centers 24"-28" 1.61-1.82 1.55-1.75 1.30-1.41


Centers 20" 1.57-1.76 1.50-1.70 1.30-1.39

Wide sides 1.27-1.42 1.24-1.37 1.16-1.29

Narrow sides 1.21-1.28 1.17-1.20 1.10-1.13


Premiums to be added: ex. heavy 8-10c;

light 5c; ex light 12c-15c.



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John E. Graham, 504 Case Bldg., 82 St. Paul St., Rochester, N. Y.
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Odell Sales Limited, 920 Ste-Sophie Lane, Montreal, Quebec, Canada
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Welting

New welting orders small but much negotiating this week. Prices hold fairly firm. Buyers offering 10½c for regular Goodyear stock of ½ by ⅛ inch. Sellers ask 11c, claim that shoulder prices warrant nearer 12c. Specialty welting at end of fall run, looks forward to very active spring business. Synthetic welting slow, as expected in this between-season period. Plastic welting more active with white stock getting greater attention.

Bag, Case and Strap Leather

Further steadiness in raw materials maintains steady leather prices. Tanners report they have made no revisions for several weeks, and there are no indications of any changes in the immediate future.

The market's position shows no changes compared with last week. Production of finished leathers in just about all selections and grades satisfactory for this time of year.

2½ ounce case	53, 50, 47c
3 ounce case	56, 53, 50c
4 ounce strap	66, 63, 60c
5 ounce strap	70, 67, 64c
6 ounce strap	73, 70, 67c

Work Glove Leathers

New bookings for split leather for work gloves slow in coming in. Season is about over for heavy business, and tanners report current demand is very slow. Despite a slow-up in demand, leather prices continue firm due to steady to firm situation in raw materials, which again this week brought steady money, and up ½c in some instances.

Glove splits, based on light-medium weights, quotable at 21, 20, and 19c for No. 1, 2 and 3 grades, respectively.

Horse Shanks (40-45 avg. ft. per doz.) 28-30c per sq. ft.

Horse Shanks (50-55 avg. ft. per doz.) 29-31c per sq. ft.

Cow Bellies (40-45 avg. ft. per doz.) 28-30c per sq. ft.

Cow Bellies (50-55 avg. ft. per doz.) 30-32c per sq. ft.

Shoulder Splits (No. 1, 2, 3) (Per Pound) 60, 50, 40c

Glove Splits (L-M) (No. 1, 2, 3) 21, 20, 19c

Garment Leathers Off

Further decline noted in horsehide market, but leather prices remaining firm, according to tanners' reports. Raw materials for suede garment and grain garment leathers continuing firm, with no changes noted in leather prices again this week.

Right now, garment manufacturers are just about completely out of the

picture. It is too late for the Christmas business, and too early for next year's business. Consequently, demand for garment leathers has tapered off during the past couple weeks.

Suede garment leather, 32, 30, 28c
Grain garment leather, 31, 29, 26c
Horsehide leather (average), 36-38c
Better horsehides grades up to 40-42c

Glove Leathers Wanted

High price of raw stock has frightened local buyers to the sidelines. Stocks in some lines getting dangerously low. Several beam shops shut down for lack of skins; finishing departments are beginning to feel effects of the shortage.

Pigskins in good demand. Top grades off the market. Lower grades bringing good prices and selling well. Deerskins quoted from 40c to 55c, depending on quality of particular lot. All men's weight leather in better demand than ladies' weights.

Spring lines feature pastel colors. Pink, blue, pale gold, an aquamarine shade and light grey combine with some carry-over colors to make attractive line of about fifteen colors. Prices generally higher.

Domestic leathers selling well in lower grades. Glove manufacturers reluctant to pay more than 25c for this type of leather.

TANNING MATERIALS FIRM

Wattle Bark and Wattle Bark Extract stocks available for Jan. shipment are much less than anticipated due to drought in South Africa. Sumac in very scant supply and price is up over last week. Valonia Cups also advanced. Tanning Oils quotations are unchanged and the market continues steady.

Raw Tanning Materials

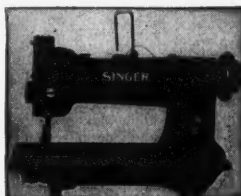
Divi-Divi, shipment, bags	*
Wattle bark, ton	
..... "Fair Average"	\$71.00-\$72.00
..... "Merchantable"	\$69.00-\$70.00
Sumac, 28% leaf	\$84.00
Myrobalans, J. 1s.	\$46.50-\$47.50
(Crushed \$73.00) J. 2s.	\$38.00
R. 1s.	\$47.00-\$48.00
Valonia Cups, 30-32% guaranteed	\$62.00
Valonia Beards	\$78.50-\$82.50
Mangrove Bark, So. Am.	\$52.00-\$54.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	3.45
Barrels c.l.	4.13
Barrels, l.c.l.	4.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	9.38
Bags, l.c.l.	9.78
Cutch, solid Borneo, 55% tannin, plus duty06%
Gambier Extract, 25% tannin, bbls.09%
Hemlock extract, 25% tannin, tk. cars, f.o.b. wks.0525
Bbls., c.l.057%
Oak bark extract, 25% tannin, lb. bbls. 6½-6%, tka.06%

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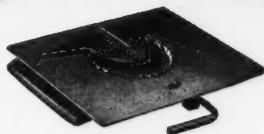
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Ground extract	.07 1/2
Wattle bark, extract, solid (plus duty)	.05 1/4
Powdered super spruce, bags, c.l.	.01 1/2
.05 1/4; l.c.l.	.09 1/2
Spruce extract, tks., f.o.b. wks.	.01 1/2
Powdered valonia extract, 65% tannin	

Tanners' Oils

Cod oil, Nhd., drums	1.05
Castor oil No. 1 C.P. drs. l.c.l.	.26
Sulphonated castor oil, 75%	.23
Cod, sulphonated, pure 25% moisture	.13
Cod, sulphonated, 25% added mineral	.12
Cod, sulphonated, 50% added mineral	.11
Linseed oil tks., c.l. zone 1	.178
drums, l.c.l.	.20
Neatsfoot, 20° C.T.	.36
Neatsfoot, 30° C.T.	.34
Neatsfoot, 40° C.T.	.27
Neatsfoot, prime, drums, C.L.	.22 1/2
L.C.L.	.24 1/2
Neatsfoot, sulphonated, 75%	.20
Olive, denatured, drs. gal.	2.75
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon	.11 1/2
Common degreas	.10-12
Neutral Degras	.21-22
Sulphonated tallow, 75%	.13
Sulphonated tallow, 50%	.10
Sponging compound	.12 1/2
Split oil	.11-12
Sulphonated sperms, 25% water	.19
Petroleum Oils, 200 seconds visc. tks., f.o.b.	.13 1/2
Petroleum Oils, 150 seconds visc. tks., f.o.b.	.14
Petroleum Oils, 100 seconds visc. tks., f.o.b.	.13

*Quotations withdrawn

Department Store Sales Up In August

Sales of women's shoes in 217 leading department stores over the nation during Aug. ran 17 percent ahead of the same month last year and four percent for the first eight months of this year over last, the Federal Reserve System reports.

Children's shoe sales in 203 department stores were eight percent over Aug. 1949 figures but about the same for the eight months' period.

Men's and boys' shoes and slippers at 191 department stores were 18 percent ahead of Aug. 1949 sales and nine percent more during the first eight months of this year as compared to the same period in 1949. Sales of all types of shoes in 124 leading basement stores during Aug. were 13 percent ahead of the same month last year but unchanged for the eight months' period.

The Board reported that inventories of women's shoes during Aug. increased 15 percent over Aug. 1949. Children's shoe inventories rose 19 percent while men's and boys' were up 13 percent.

St. Louis Insignia



Stamped on a brass lapel-pin, this insignia will be displayed by members of the St. Louis Shoe Mfgs. Assn. at the Chicago Shoe Show, Oct. 30 to Nov. 2, as a token of the solidarity of the St. Louis market.

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ACTIVITY IN PACKER HIDES PERKS UP RAW STOCK MARKET

New Business At Fairly Steady Prices Helps Supply Steadying Influence

Big four packers sold a good part of their accumulations of heavy native steers and heavy native cows amounting to approximately 60,000 hides at lower prices this week. With specialty tanners curtailing their purchases, prices of these heavy native hides had been regarded as too high by sole leather tanners in comparison with branded steers, and branded cows.

A large portion of the heavy native cows were taken by tanners of branded cows. Since the liquidation of the packers' holdings of the heavier native steers and cows, the market has shown more stability.

Meanwhile, lighter selections have held comparatively steady. Side upper leather selling well with many shoe manufacturers using this in substitution for more expensive calf and kip lines.

Other late developments have added buoyancy to domestic hide market. IAPI in the Argentine announced new higher hide prices which are above domestic market even allowing for discount in U.S. free dollars. Some demand developed from Canadian tanners in U.S. market, probably due

to improvement in Canadian exchange under their free dollar.

All of these factors have contributed to the continued interest shown in U. S. hides. Demand at going prices seems to be broad enough to enable the packers to sell a substantial volume of hides from week to week and keep unsold stocks from becoming burdensome.

Furthermore, production of hides and skins is still lagging as compared with last year. Seasonal upturn in Federally inspected kill for Sept. was very small compared with Aug. Sept. inspected slaughter amounted to 1,195,893 cattle and 488,119 calves as compared with Aug. totals of 1,185,058 cattle and 484,257 calves. In Sept. of last year, inspected slaughter of cattle amounted to 1,224,273 and of calves 551,538. For the first 9 months of this year, cumulative totals are 9,673,040 cattle and 4,384,250 calves as against 9,884,478 cattle and 4,786,392 calves in the same period a year ago.

Oct. inspected slaughter is expected to show further seasonal increase but whether it will top the kill for the same month of last year remains to be seen.

Packer Hides Active

A fair volume week of 75,000 hides, plus a market that was mostly steady, was the pattern for the market this week. Two slight advances: one on branded cows, late week business done in small volume at 31c, up 1/2c, and

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QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	30 -33 1/4	31 -33 1/4	32 1/2-33 1/2	24 -25
Ex. light native steers	36 1/2	36 1/2	36N	29 1/2
Light native cows	33 -34	33 -34	33 -34	25 -27 1/2
Heavy native cows	30 1/2-31	31	33 -33 1/2	24 -24 1/2
Native bulls	21	21	23N	17 1/2
Heavy Texas steers	28	28	29	22 1/2
Light Texas steers	30N	30N	31	22 1/2
Ex. light Texas steers	33N	33N	34	26 1/2
Butt branded steers	28	28	29	22 1/2
Colorado steers	27 1/2	27 1/2	28	22
Branded cows	30 1/2-31	30 1/2-31	30 1/2-31	23 1/2-24 1/2
Branded bulls	20	20	22N	16 1/2
Packer calfskins	75 -80	75 -80	75 -80	55 -65
Chicago city calfskins	58 -60	58 -60	55	40
Packer kipskins	55 -60	60	63	50

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Oct. 19	Close Oct. 13	High For Week	Low For Week	Net Change
December	27.70B	27.45T	27.95	27.35	+25
March	26.42T	26.20T	26.60	26.00	+22
June	26.15B	25.90B	26.34	26.15	+25
September	25.75B	25.50B	—	—	+25

Total Sales: 151 lots

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a premium of $\frac{1}{2}$ c paid for light grubbing heavy cows over River and Chicago production, whereas last week they were all sold at the same price. Tanners seemed willing to pay 31c for heavy cows from St. Paul and similar light grubbing points, but would not pay more than 30 $\frac{1}{2}$ c for Rivers.

The activity was quite largely in branded steers, but light native cows figured quite heavily, percentage-wise. Substantial trading in heavy cows and heavy steers also. Light native steers and extreme light natives neglected. Bulls also inactive. Light and extreme light Texas steers quiet as well.

Calfskins Quiet

Big packer calfskin market has turned very quiet following relatively light sales last week at steady money. Business involved about 30,000 Chicago, St. Paul, Winona, Eau Claire and Green Bay skins, all heavies and lights except Chicago and Winona where there were heavies only. Sales at 75c for heavies and 80c for light weights, basis fob shipping points.

In the outside markets, slight revisions noted. Trading mostly on the quiet side. Small packer untrimmed allweights quoted 65c bid, with offerings held at 70c. City untrimmed allweights quoted 58 to 60c, with country untrimmed allweights priced around 45c on a nominal basis.

In New York, some trading has developed during the past week, but details as to prices, quantities and selections are carefully guarded. According to latest reports, the price line-up is as follows: Packer New York trim calfskins 3-4's \$4.50, 4-5's \$5.25, 5-7's \$6.25, 7-9's \$7.15 and 9-12's \$9.35. Collector skins quoted 3-4's \$3.70, 4-5's \$4.50, 5-7's \$5.50, 7-9's \$6.50 and 9-12's \$8.50, basis per piece. Big packer regular slunks last bid at \$3.70 with sellers holding for \$3.75.

Kipskins Slow

This is the second week in which no big packer kipskin trading has been

noted. The market, from all indications, is firm at last established prices. Last sales, as noted, involved approximately 20,000 to 25,000 mixed Northern and River mixed selections at 60c, and 55c for overweights. Production very slow, with accumulation consequently lagging.

Outside kipskin markets likewise ruling generally dull. Prices quoted nominal at 45 to 50c for small packer kipskins and from 36 to 38c nominally for country untrimmed kipskins.

Prices unchanged at \$10.75 for 12 to 17 lb. New York trimmed packer kip and \$12 for 17 lbs. and up. Slightly higher prices quoted on the New York trimmed Collector kipskins, with sales involving 12 to 17's at \$9.50 and 17's and up at \$10.00.

Small Packer Hides Off

On a basis of actual sales and with tanners' current ideas, small packer hide market is off about a half-cent compared with last week's prices. Steady business noted this week in big packer hides evidently influenced sellers to move hides at buyer's ideas.

Using the 48/50 lb. average weight as a basis, market quoted generally at 28 $\frac{1}{2}$ to 29c bid, selected, in carload lots, fob shipping points. While sales are confirmed at these levels, there are still many sellers asking $\frac{1}{2}$ to 1c more money. Other sales consisted of 57/58 lb. average Midwestern hides at 28c selected for natives, and 27c for brands. A car of 50/52 lb. average Midwesterns sold at 29c selected, and a car of 49/50 lb. average Midwesterns sold also at 29c selected, all fob shipping points. In the Southwest, a car of 43 lb. average small packer hides sold at 30 $\frac{1}{2}$ c flat, fob shipping points.

Most of the current demand is for the lighter weight average, and those averaging around 48/50 lbs., and heavier, appear to be somewhat of a drag on the markets. Firm reasonable bids on heavy weight lots are being taken quickly by the seller. Lighter weights are more difficult to obtain at

current bid ideas, it is reported.

A car of light average weight small packer bulls sold at 18c selected, fob shipping point.

Country Hides Steady

Big packer trading this week tended to have a steady influence on country hide market. Some sales noted at prices of 25 to 25 $\frac{1}{4}$ flat for 48/50 lb. averages, mixed Midwestern production, in carload lots, fob shipping points. Other sales noted up to 25 $\frac{1}{2}$ c flat, same weight average, but of better than average quality. Straight locker plant hides figure slightly higher. Most of the demand has been for lighter weight lots, with heavier weight hides being somewhat of a drag on the market. Good quality country bulls are bid at 16c flat, but no offerings noted at this figure.

Goatskins Fair

Some business reported although prices generally firm, tanners still looking for lower prices. Amritsar market mixed with 1200 lb. Karachi Amritsars available at \$11.75-\$12.00 per dozen, c&f. Coconadas of 1.70/1.80 lbs. held at \$12.25-\$12.50 although some sales made at \$12.00 recently. Calcutta Daccas reported at \$15.50 and Dinajpores at \$14.80, both the 20 percent smalls.

Genuine Batis reported held at \$14.50-\$15.50; Berberahs at \$13.50 for shipment and \$14.00 for spot; Hodeidahs at \$9.00-\$9.25. Tanners not too interested at these prices. Red Kanos goatskins sold recently at \$1.29-\$1.31 per lb. c&f. basis the primes but market well sold up. Last business in shade dried Kenya and Tanganyika goatskins at \$12.00-\$12.25 per dozen c&f. for .95/1.00 lb. to 1.00/1.05 lb., 30/50/20 selection.

Reptiles Slower

Due to price differences, trading has slowed up of late. Siam market has also ruled generally quiet as little interest evident.

Some aers, 8 inches up, sold at 17c though most shippers still have ideas of 18c for business. Chouyres neglected and shippers looking for bids. India market also easier and Madras bark tanned whips, 4 inches up, averaging 4 $\frac{1}{2}$ inches, 70/30 selection, said to be available at \$1 but buyers indications of 95c thus far not accepted. Cobras nominal but vipers have been selling at 50-55c as to lots and shippers.

Due to European interest in lizards, shippers are quite firm in their ideas and not making many offers. Last confirmed sales Calcutta oval grains, 40/40/20 assortment, 90/10 selec-

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tion, at 35c and while further lots available, buyers now indicate ideas several cents less. Due to Europe paying extremely high levels for ring lizards, pythons and alligators, only occasional sales can be confirmed here.

Deerskins Steady

Brazil "jacks" seem to be holding steady and additional business confirmed at from 72-75c fob., basis importers. Buyers not quite as active, claiming that they have enough leather and raw stock to take care of present demand. No late offers of Peruvian "jacks." Some trading in China deerskins at 40-42c per lb., c&f. New Zealand market continues firm.

Pigskins Wanted

Brazil peccary market has again firmed up and it is difficult to obtain offers of Manaos greys under \$2.60 fob., basis importers and blacks at 10c less. Para greys sold at \$2.32½-2.35 fob., basis importers and outside generally asked on additional offerings. Shippers holding to their levels due to European interest and activity. Peruvian market slow as shippers well sold up but there have been other offerings of South and Central American descriptions with interest rather limited. Chaco carpinchos firmly held at \$2.85 c&f., basis importers.

Dry Sheepskins Strong

Scattered sales made with spot skins getting most of the play as operators are still slow in meeting the prices asked by shippers at origin. The latter, however, show little inclination to reduce prices, claiming that holdings are not burdensome.

Wool sheep markets continue firm. Local pullers were optimistic about two weeks ago when the Australian market eased. However, at the last few auctions, prices have again firmed up and few offerings of pulling skins are about 10% above the market here. At last Melbourne auction, bare to one inch was one to two pence dearer, merinos and comebacks were firm while all others were one pence lower. At Sydney sale, 43,000 skins were offered, bare to one inch advanced two to six pence, all others one to three pence dearer, Australian currency.

Hair sheep markets firm. Nigerians on spot sold at 66c per lb., ex-dock for Kanos, 165/175 lbs., basis primes. Brazil cabrettas continue firm as shippers claim they have relatively small unsold stocks. Late offers at \$15.50 per dozen, fob., basis importers, while buyers ideas are about \$1.00 less for regulars. Dry salted Sudans, Mombasas and Mochas firm but quiet.

Cut TANNING Costs WITH MARATAN·A

THE *Low Cost* TANNING AGENT

FOR
INCREASED LEATHER YIELD
FASTER PENETRATION
SOLUBILIZING VEGETABLE TANS
BETTER QUALITY LEATHER

TABLE III
POUNDS OF LEATHER PER
100-lb. ALCA TANNIN

All Vegetable Tannin	133
15% MARATAN·A	144
30% MARATAN·A	155

TABLE IV
SOLUBILIZING OF QUEBRACHO

Insolubles as % on Quebracho Solids	
Quebracho (Alone)	14.0
Quebracho with 3% NaHSO ₃ blend reacted 20 hrs. at 93°C	6.0
2 parts Quebracho solids 1 part Maratan·A solids	blend reacted 20 hrs. at 93°C
	5.5

Get the FACTS about MARATAN·A

Increased yields of better quality leather result from the addition of MARATAN·A to Vegetable blends.

MARATAN·A is a non-hygroscopic powder . . . completely water soluble . . . and can be stored indefinitely without any danger of deterioration.

It is immediately available in any quantity . . . 100-lb. or carloads. Use it in your present equipment.



Write for your copy of Bulletin No. 111. It contains the information you need to evaluate the advantages of MARATAN·A in your operations. A Marathon Technical Man will be glad to co-operate with you, without obligation.



MARATHON CORPORATION
CHEMICAL DIVISION
ROTHSCHILD • WISCONSIN

Reports from Australia say asking prices on shearlings are between 50c and \$1.00 above the ideas of buyers here. Capes also held at prices which buyers claim they cannot meet. No late advices from South American markets.

Horsehides

Further weakness noted in horsehide market, principally in whole hides. Interest has faded to a large degree, with tanners quoting no higher than \$12 to \$12.25 for good quality 65-70 lb. trimmed Northern horsehides. Sellers, meanwhile, continue to talk prices of \$12.50 to \$13.00. Untrimmed lots may be figured around \$1.20 to \$1.25 over the trimmed basis.

Front market a very dull affair, with tanners limiting their ideas to \$8 to \$8.25. Buying ideas on butts, basis 22 inches and up, are ranging around \$4.00 to \$4.25, but no offerings noted at these prices.

Sheep Pelts Moving

Further sales of big packer shearlings and fall clips noted this week. Packers report No. 1's of top quality selling at \$4.75, No. 2's at \$2.80, with 3's ruling quiet and quoted nominally at \$2.00. Fall clips selling at \$5.25.

Up to \$5.50 per cwt, liveweight basis, is price paid for this month's

Interior packer's Western lamb pelt sale. Other ideas on the sale range around \$5.20 to \$5.30. Big packer pickled skins selling occasionally at \$17.00 per dozen, although big packers still generally reporting an asking price of \$18.

Industry Groups to Study Price Index

Representatives of the hides and skins, leather, shoe, luggage and other leather products industry will meet with Bureau of Labor Statistics officials in New York beginning Oct. 31 to study a projected revision of the BLS wholesale price index.

The announcement was made this week by Ewan Clague, Commissioner of Labor Statistics, who said the coming conferences will play an important role in determining future price indexes of all hides and skins, leather and leather products.

Meetings are scheduled as follows: Oct. 31, hide and leather group; Nov. 1, shoe group; Nov. 2, luggage and other leather products group. Meeting will begin at 10:00 a.m. in the Bureau's regional office at the Parcel Post Building, New York City. Sessions are open to all interested persons.

Internat'l Shoe Awarded Industry Oscar

The bronze "Oscar of Industry" trophy, emblematic of having the best annual report in the leather and shoe manufacturing industry, goes this year to International Shoe Co., St. Louis, world's largest shoe manufacturer.

Final ratings of the independent board of judges for the *Financial World* "Survey of Annual Reports" announced this week found International Shoe Co., at the top with General Shoe Corp., Nashville, Tenn., as runner-up and G. R. Kinney Co., New York, in third place.

More than 5000 annual reports were submitted this year in the international competition, the 10th in the series of surveys, and these were judged in one hundred industrial classifications for the "Best-of-Industry" awards. The "Oscar of Industry" trophy will be presented to Byron A. Gray, chairman of International, at the annual awards banquet to be held Oct. 30 in the Grand Ballroom of the Hotel Statler, New York.

First exclusive manufacturer of box toes for shoes was William E. Bixby & Co., Inc. in 1884.

ARKOTAN

Reg. U. S. Pat. Off.

A Universal Syntan

An all purpose syntan made in types suitable for vegetable, chrome, alum and formaldehyde tannages. Imparts a fine silky grain to the leather with increased roundness and improved tensile strength. An excellent mordant for dyeing calf and glove leather—produces an even color. A perfect pretanage for shearlings and all types of white leather.

Samples and Demonstrations Upon Request.

*ARKANUM:—For efficient bating.

*TETRANOL:—A highly efficient wetting agent.

*Reg. U. S. Pat. Off.

ARKANSAS CO., Inc.

ESTABLISHED OVER 40 YEARS

NEWARK, N. J.

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PLENTY OF
PARKING
SPACE

Visit the CLARIDGE LOUNGE

St. Louis' Most
Beautiful Room.

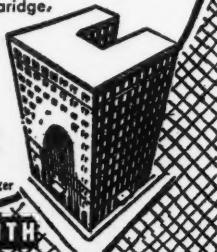
350
ROOMS
from \$2.75

ERNE SIMONS Manager

LOCUST AT EIGHTEENTH

ST. LOUIS MISSOURI

Give yourself a treat next time you head for St. Louis—make your reservation at Hotel Claridge... it will be a tonic enroute when you think of the nice hot shower you will enjoy after a busy day and the grand night's sleep in one of the softest beds you ever dreamed of... Come for vacation — for business or pleasure... but first of all be sure to stay at the Claridge.



NEWS QUICKS

About people and happenings coast to coast

Massachusetts

- **Boston Cutting Die Co.**, Boston, has announced that as of Nov. 6 it will manufacture the Beverly Cutting Die under a United Shoe Machinery Corp. license. The Beverly die is considered faster in performance, costs less than conventional cutting dies, according to company officials.

- **Manage-Arm, Inc.** has been incorporated under Massachusetts laws at 50 Congress St., Boston. The firm, formerly known as Supervision, Inc., offers many services, including industrial engineering, supervisory training, public relations and employer representation on arbitration boards as well as personnel service for firms without a full-time personnel director. Manage-Arm, Inc. has serviced leather and shoe manufacturers in various capacities.

- **Prager Leather Co.**, Beverly, has sold its plant to Simon Kunian of Economy Shoe Co., Beverly. Both Prager Leather and Superior Hat Leather Co. have moved their equipment to the former N. H. Poor tannery in Peabody.

- Machinery, equipment and merchandise of **M. Cooperstein Leather Co.**, Haverhill leather dealer, has been sold by assignee, it is reported.

- **International Shoe Machine Corp.**, Cambridge, has opened a new office at 16 Locke St., Haverhill. **Warren Tibbetts**, manager of the Haverhill office, will be in charge and demonstrate the company's principal machines to manufacturers in the Haverhill, Lowell, Lawrence, New Hampshire and Maine areas.

- **Sportwelt Shoe Co.**, North Easton, has purchased **Daly Bros. Shoe Co.** in Harrisonburg, Va. The latter firm was originally located in Holbrook and moved in succession to Belfast, Me., Marion, O., and Harrisonburg, Va., within the past few years. Its Virginia plant employed 350 workers with daily output of 3600 pairs. Sportwelt also owns the **Alberts Shoe Co.** in Middleboro and Framingham Shoe Co., Framingham.

New Jersey

- At a recent meeting of creditors of **Annabelle Footwear Co., Inc.**, Bayonne footwear manufacturer, a committee was formed to investigate the firm's financial condition. Total current liabilities are reported at \$53,551 with current assets at \$27,760.

- **Barrett & Co.**, Newark calf and kip tanner, has announced that **James Richardson**, formerly of Edward & James Richardson, Ltd., Newcastle-on-Tyne, England, will be in charge of the manufacturing end of the business.

New Hampshire

- **John L. Shevenell** of **Prosper Shevenell & Son, Inc.**, Dover manufacturer of shoe counters and shanks, retired as president of the New Hampshire Manufacturers' Association at the organization's 39th annual dinner held recently at the Carpenter Hotel, Manchester. He has been named to the executive committee and to a three-year term as director. Elected as one-year directors were **Robert C. Erb**, president of **J. F. McElwain Co.**, Nashua, and **S. E. Clow**, executive of **Spaulding Fibre Co.**, Rochester manufacturer of shoe counters.

- **Ben Dorson** has been appointed stylist and sales manager at **Fleisher Shoe Co.**, Goffs Falls. He succeeds **Morris Shapiro**.

- **Earl Barnes** has resigned as superintendent of **Kesslen Bros. Shoe Co.** He will no longer be associated with the shoe business.

- **Weiss-Lawrence, Inc.**, Somersworth manufacturer of "Talkabout" dress moccasins and loafers, is now making a new line of moccasin type slippers retailing at \$4 and \$5 for the Christmas season. The company will show some of its patterns at the National Shoe Fair and Popular Price Shoe Show.

Maine

- The Gardiner Board of Trade has launched a drive for \$50,000 among its citizens to help build a new plant for **Commonwealth Shoe & Leather Co.** The company has already drawn up plans for the new building.

Delaware

- **E. I. du Pont de Nemours & Co., Inc.**, Wilmington, was owned by 122,386 stockholders as of Sept. 30, an increase of 3654 over the number of holders recorded at the close of the first half-year, June 30, 1950, and an increase of 17,938 over the number as of Sept. 30, 1949. There were 105,485 holders of common stock and 23,586 holders of preferred stock as the third-quarter period ended.

Michigan

- **Wolverine Shoe & Tanning Corp.**, with main offices in Rockford, is reported planning to erect a branch factory on North Union St. in Ithaca. The firm is both tanner and manufacturer of work shoes and gloves.

- **Whitehall Leather Co.**, tanning subsidiary of **General Shoe Corp.**, has given employees a wage increase of five cents per hour plus a cost-of-living bonus. Workers also receive insurance benefits, pensions and paid holidays.

Pennsylvania

- Chapter XI plan of arrangement in bankruptcy matter of **John Basmajian**, trading as **J. B. Jobbing Co.**, Philadelphia shoe wholesaler, has been confirmed. The company will pay creditors at the rate of \$500 at once and a balance of \$2500 in 12 monthly payments of \$208.33 each.

- **R. S. Pitts Manufacturing Co.**, Hanover manufacturer of leather shoe products, has appointed **Kelley & Sweeney Leather Co.**, at 95 South St., Boston, as New England sales representative. They will handle the firm's flexible insoles and moulded fibre counters.

Missouri

- The following changes have been made in the executive staff of **Kopman-Woracek Shoe Manufacturing Co.**, St. Louis, it is reported: **Joe W. Kopman**, president, and **Joe E. Woracek** are withdrawing from the business, which will be carried on by **Ely Kopman**, treasurer and stylist. No other changes are contemplated, according to **Kopman**. Trade reports have it that the company's Flat River plant may soon be sold.

- **C. P. Shay**, superintendent at the **Pocohantas** plant of **Brown Shoe Co.** since April, 1948, has been promoted to another executive position with **Brown**. He has been succeeded at the **Pocohantas** plant by **S. E. Newburg**, assistant superintendent since Jan., 1950.

Over

**ONE
MILLION**

pairs a month

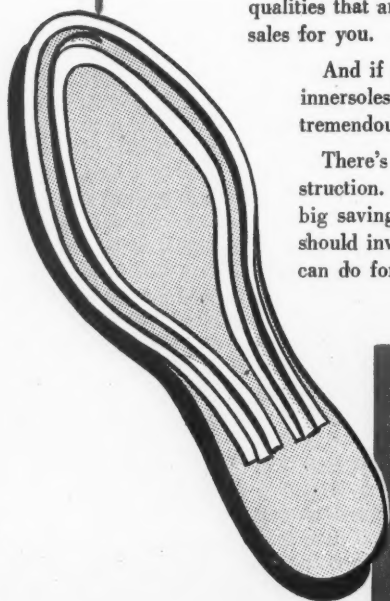
Yes, over a million pairs of shoes are being made every month on the PRIME INNERSOLE PROCESS.

Why? Because of the remarkable savings in production costs. And, with material and production costs what they are today, this should interest you.

Furthermore the PRIME PROCESS gives you *greater speed, added strength without rigidity, and more exact margins*. These are shoemaking qualities that are looked for by the buyer. They mean more and steadier sales for you.

And if you are a manufacturer of high grade welts using leather innersoles, PRIME PROCESS INNERSOLES can show you tremendous extra savings.

There's a steady and inevitable trend toward this type of construction. It is now showing some of the largest shoe manufacturers big savings. In the interest of your own competitive position you should investigate at once and find out what the PRIME PROCESS can do for you.



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LYNN, MASS.

Mr. Lou Freshman, Treasurer, BANNER SLIPPER
COMPANY & L&G FOOTWEAR CORPORATION,
1328 Broadway, New York 1, New York

says:



*mr. cobbleright
will jump
through
hoops
for you . . .*

Style #141

by L. & G. FOOTWEAR CORP.

COLORS: Red, White, Brown

SIZES: 5 to 8; 8½ to 12; 12½ to 3

PRICE: \$1.98, RETAIL



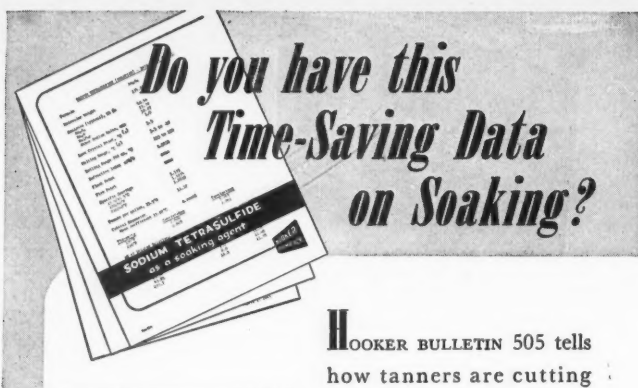
"That's why, whatever our problem is, whether it be new styles, reconstructing staple numbers, making children's Barefoot Sandals, or slippers that are really different . . . and profitable . . . we of Banner Slipper Company and L. & G. Footwear Corporation always consider Mr. Cobbleright's advice very seriously before buying leather."

Mr. Cobbleright will jump through hoops for you too, when you are planning production for best results. Why not write today. No obligation.

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TANNERY: BREZNER TANNING CORP., PENACOOK, N. H.



TANNERS REPORT SAVINGS UP TO THREE DAYS

Skins soaked only 24 hours in water at 65° to 70° F., containing 0.7% Hooker Sodium Tetrasulfide, are sufficiently softened for drumming.

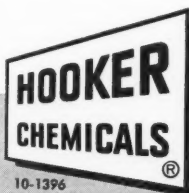
Even flint dried steer hides are frequently ready to process after only 48 hours in the same strength solution.

A 24-hour soak for green salted hides and skins, in 0.3% Hooker Sodium Tetrasulfide solution, gives cleaner hides, more uniform tannin distribution, a higher leather yield.

HOOKER ELECTROCHEMICAL COMPANY

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CAUSTIC SODA • MURIATIC ACID
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10-1396



HOOKER BULLETIN 505 tells how tanners are cutting soaking time in half by using Hooker Sodium Tetrasulfide solution. It describes uses and advantages of this time-saving and money-saving new chemical. A request on your company letterhead will bring you a copy.

The Hooker technical staff, constantly at work on processing needs of the leather industry, is always on call for help in solving your particular problems.

Missouri

• **Mendle Box Wrap and Label Corp.**, St. Louis, and associate **Heppe Hudson Co.** will sponsor a "Beauty Contest" at the National Shoe Fair in Chicago to select America's most sales-appealing shoe box. Convention visitors will be invited to vote for the shoe box of their choice. Prizes will be awarded.

• **Carmo Shoe Manufacturing Co.**, St. Louis manufacturer of women's shoes, recently celebrated its 20th anniversary with an employees' banquet held at its factory site in Union. Service pins were awarded the firm's 700 employees. The firm now produces 4500 pairs of shoes daily, and has a monthly payroll of over \$150,000.

• **Wesseling, Jordan Shoe Co.**, Eldon, has opened a new plant at Tipton, where it will make a new slip-lasted misses' shoe under the brand name of "Hop Scotch." The plant expects to employ about 300 workers at peak operations with capacity at 3600 pairs daily. The Eldon plant where misses', children's and babies' shoes are made, will remain in operation until the Tipton plant is running full-blast.

Illinois

• **George H. Elliott & Co.**, Chicago hides and skins broker, has opened a new office in San Antonio, Tex., to handle expanding business in the Southwest. **W. D. Chumbley** is in charge of the San Antonio office located at Room 806, 401 West Commerce St.

Wisconsin

• An alarming increase in foot strain among teen age girls is caused by widespread use of non-leather soles, according to **Edward C. Meldman**, Milwaukee chiropodist. Meldman, who has made a study of foot strain during the past two years, told a meeting of the Wisconsin Society of Chiropodists that shoe manufacturers must improve the shank design of synthetic leather soles.

• **Becker & Orth Machine Co.**, Milwaukee tanning machinery engineer, has been appointed Midwest representative for Baker-Layton Machine Co. of Wilmington, Del.

• **Fred Sommerer**, foreman of the sole department at the Jefferson plant of the Copeland & Ryder Co., shoe manufacturer, is retiring after 62 years of service in the department. He joined the firm in July of 1889.

New York

• The will of the late **George Miller**, president and chairman of the board of I. Miller & Sons, Inc., Long Island City, distributes his estate, formally declared as "over \$100,000," to his widow, Mrs. Lottie Miller of New York, and her two children, Richard Miller and Mrs. Jacquelyn Katzenstein.

• Creditors' committee of **Caprice Creations, Inc.**, New York City slipper manufacturer, has rejected an offer of 25 percent cash settlement under a Chapter XI plan of reorganization, it is reported.

• The New York Superintendents' and Foremen's Association has inducted the following new members: **Michael Iacono**, fitting room foreman of Billig Shoe Co., Inc., Blakely, Pa.; **Charles Shevell**, salesman for Spano Products, New York; **Seymour Shimkovitz**, superintendent for Regent Cut Sole, New York; **Yousef Ijadi**, designer, Jaycee Footwear, Brooklyn; **Bob Israel**, salesman for Federal Thread, and **M. Steinberg** of the same firm; and **Afred Russo**, fitting room foreman, LaMarquise Footwear, New York.

• Trustee has been elected under bond of \$7500 in the bankruptcy matter of **Foot Modes, Inc.**, New York footwear manufacturer.

• **Gustinettes, Inc.**, New York slipper manufacturer, will move to Long Island City about Dec. 1 with offices at 30-28 Starr Ave. All operations will be consolidated at its new location with a capacity output of 5000 pairs per day hoped for by Jan. 15, 1951. Rocket Shoe Co. has been organized at 77 Roebling St., Brooklyn, to succeed Roebing Shoe Corp., which went out of business recently.

• **H. J. Daigneault** has been named director of domestic sales of National Aniline Division, Allied Chemical & Dye Corp., New York City. For many years manager of the New England territory, Daigneault succeeds E. M. Maxwell, who recently became president of National Aniline Division, leading producer of dyestuffs, detergents and organic chemicals.

• The New York Superintendents' and Foremen's Association held its annual dinner and dance on Saturday eve, Oct. 21, at the Hotel Commodore. More than 1200 shoe executives and allied tradesmen were present with their families. The annual SFA Journal, which this year carries \$9500 in ads, was distributed. Proceeds go to the organization's Welfare Fund.

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AND GET

BRINE

**That's Just Right
Without Measuring
Or Stirring!**

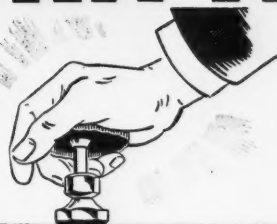
**STERLING ROCK SALT
BRINE DELIVERED BY PIPE
TO EVERY POINT IN YOUR PLANT**

• DRUMS • VATS • PADDLES
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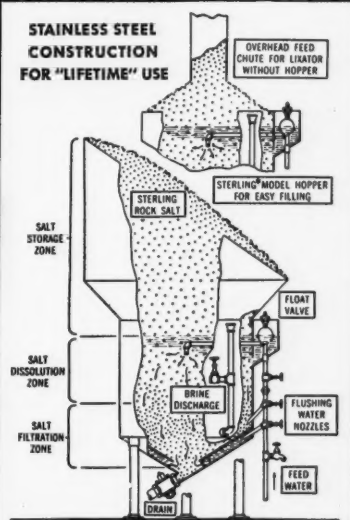
• Why trust to "rule-of-thumb" measuring? Why go through the laborious shoveling, hauling, and hand stirring of salt and water? With International's Lixate Process for Making Brine you are assured accurate salt measurement every time. Stops waste through spilling. Saves time and labor.

• The Lixator automatically produces 100% saturated, free-flowing, crystal-clear brine which may be piped to as many points in your plant as you wish — any distance away — by gravity or pump. YOU SIMPLY TURN A VALVE to get self-filtered LIXATE Brine that meets the most exacting chemical and bacterial standards.

Savings up to 20% and often more in the cost and handling of salt have been reported by many Lixate users. Why not investigate?



STAINLESS STEEL
CONSTRUCTION
FOR "LIFETIME" USE



HOW LIXATOR WORKS

In the dissolution zone—flowing through a bed of Sterling Rock Salt which is continuously replenished by gravity feed, water dissolves salt to form 100% saturated brine. In the filtration zone—through use of the self-filtration principle originated by International, the saturated brine is thoroughly filtered through a bed of undissolved rock salt. The rock salt itself filters the brine. Nothing else is needed.

WHAT THE LIXATOR PROVIDES

- ✓ Chemical and bacterial purity to meet the most exacting standards for brine.
- ✓ Unvarying salt content of 2.65 pounds per gallon of brine.
- ✓ Crystal-clear brine.
- ✓ Continuous supply of brine.
- ✓ Automatic salt and water feed to Lixator.
- ✓ Inexpensive, rapid distribution of brine to points of use by pump and piping.

An INTERNATIONAL Exclusive

The LIXATE[®] Process

FOR MAKING BRINE

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INTERNATIONAL SALT COMPANY, INC., Scranton, Pa.

Popular Leathers for

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CHROMALINE
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CELL ELK
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LINING SPLITS



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MILO TANNING CORP., SOUTH PARIS, MAINE
 EXCLUSIVE SALES REPRESENTATIVE:
 SEE US AT THE LEATHER SHOW — BOOTH 58

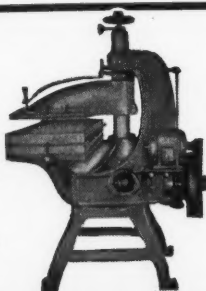
CLICKERS — DIE CUTTERS —
HEELERS — SHEARS — SKIVERS

RAPID SHOE MACHINE MFG. CO.

Machines for the leather and textile trade.

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FACTORY: 36-12 48th Ave.
 Long Island City, N. Y.



Deaths

Francis A. Paton

... 43, foreman at the J. F. McElwain Co. plant in Nashua, N. H., died Aug. 28 in a Nashua hospital after an illness of three weeks. A native of Salem, he lived in Nashua for 25 years before moving to nearby Hudson. He had been associated with McElwain for a quarter century.

Oscar P. Klein

... 56, leather goods manufacturer, died of a heart attack recently at his home in Big Cedar Lake, Wis. Klein was president of the Enger-Kress Leather Goods Manufacturing Co., and a member of the board of directors and the executive board of the West Bend Aluminum Co., president of the First National Bank and the West Bend Security Co., and a director of the Mutual Fire Insurance Co. He leaves his wife, Esther; three sons, Lloyd, Ralph and Richard; three brothers, Herbert, Edward and Elmer; and two sisters, Mrs. George Kissinger and Mrs. Herbert Kruepke.

Julius Wurzbarger

... 56, hide and skin import-export executive, died Sept. 18 in New York City. Wurzbarger was assistant secretary of Kaufmann Trading Corp., New York City, for many years and had been associated with the firm since its inception over 30 years ago.

George H. Small

... 63, southern sales manager for Nopco Chemical Co., Harrison, N. J., and Cedartown, Ga., died Oct. 12 in Atlanta, Ga. Small joined Nopco in 1931 as a southern sales representative and became a district sales manager for South Carolina, Louisiana, Tennessee, Georgia, Florida, Mississippi, Alabama and Arkansas in 1946. He held this position until the time of his death. Small was a member of the Southeastern section of the American Association of Textile Chemists and Colorists and an affiliate of the American Pulp and Paper Mill Superintendents' Association. He leaves his wife, Christine; and a son, George H., Jr.

Ralph A. Omohundro

... 53, shoe superintendent, died recently at his home in DeSoto, Mo., after a long illness. Associated with International Shoe Co. for most of his career, he served as superintendent at the company's factories in Hermann, Mo., Flora, Ill., and Conway, Ark. He suffered from a heart ailment for several years and finally retired about 18

months ago, returning to his home town of DeSoto. He was a veteran of World War I. Surviving are his wife, a son, granddaughter and brother.

Paul M. Nangle

... 59, *leather executive*, died Oct. 15 at his home in Swampscott, Mass. A past president of the Massachusetts Leather Manufacturers Association, he was a vice president and director of Helburn Thompson Co., Salem, Mass. He was active in the New England leather industry for many years and was well-known throughout the trade. Nangle was a veteran of World War I, a member of the Salem Country Club, Tedesco Country Club and the Corinthian Yacht Club. He leaves his wife, Genevieve; a son, Paul, Jr.; a daughter, Miss Grace L. Nangle; four brothers and five sisters.

William J. Connor

... 75, former *manager* of the foreign department of United Shoe Machinery Corp., died recently at his summer home in West Hyannisport, Mass., after a short illness. Connor first joined USMC at the time of its organization in 1899. He was appointed manager of the foreign department in 1919 and continued in that capacity until the time of his retirement in July of this year. Connor was a charter member and former trustee of USMC's Quarter Century Club. He leaves two sons, Frank W. and Robert S.; and one grandchild.

Edward J. Schultz

... 72, former *shoe manufacturer*, died Oct. 10 in Cleveland, O. Schultz was founder in 1900 of the Cleveland Shoe Manufacturing Co., the only shoe manufacturing firm in Cleveland at that time. He operated the company until 1925. During the past 12 years he was associated with the City Utilities Department. He leaves his wife and three sons.

Hector E. Lynch, Jr.

... *shoe manufacturer*, died Oct. 17 at his home in Brockton, Mass. A native of Roxbury, Mass., he had been an officer of Howard & Foster, Inc., Brockton shoe manufacturer, for some 38 years. He was president at the time of his death. He was well known in the New England trade and was a member of the National Shoe Travelers' Association. Survivors include his wife, Edna; a son, Hector E., III; a daughter, Margery; and two sisters, Mrs. George H. Palmer and Mrs. John S. Moore.

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ONE WORD
accurately
describes
BLACKHAWK
SPLITS....

Quality

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WELDER'S EQUIPMENT

SHOE GUSSETS

WORK GLOVES

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W. A. Holcomb Cincinnati Ohio	D. C. Kennedy Co. St. Louis Mo.	A. J. & J. R. Cook Co. San Francisco Los Angeles	Horace H. Beaven Co. Nashville Tenn.
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QUINN
& CO. Inc.

481 CHELSEA ST., E. BOSTON, MASS.

If its leather finish - we make it.

HOW MOTHERS BUY

(Continued from Page 25)

Brands—Reasons for Buying

Mothers were asked to record the brands of shoes now worn by each of their children. Some, of course, mentioned several brands for each child. For this reason, 2325 "brand mentions" were recorded for only 2166 children.

For each brand worn by their children, respondents were also asked to indicate why it was bought. These "reasons for purchase" were analyzed for 14 of the leading brands, which received over 50% of the total brand mentions. (Percentages are based on the 1252 "brand mentions" of these 14 leading brands. They add to more than 100.0 because some women gave several reasons for each brand.)

(L&S COMMENT: Note that just four factors—style, fit, wear and the clerk's recommendation—comprised 56.5 percent of the purchase influence. And just two—style and fit—comprised 35.2 percent of the influence. Though style had a slight lead over fit as a purchasing influence, a breakdown of replies (which were not included in the report) might well show that style was more dominant among the older children, and fit more dominant among the younger.)

Brands—Reasons for Liking

QUESTION 6: If you purchase children's shoes by brand names give your reasons why you like that particular brand.

Respondents were instructed to indicate why they liked or disliked each brand mentioned. Only 998 (or 79.7%) of the 1252 "brand mentions" for the 14 leading brands analyzed had "reasons for liking." These reasons are summarized below. (Percentages are based on the 998 "brand mentions" for 14 leading brands which had "reasons for liking." They add to more than 100.0 because many women gave several reasons for liking each brand.)

Reasons given for liking 14 leading brands	Percent
Fit well	56.6
Wear well	50.5
Nice styles, attractive	13.0
Well made	7.7
Inexpensive	6.8
Easily cleaned, clean well	4.1
Good for feet, give good support	4.1
Hold their shape	2.8
Don't scuff	2.0
Other reasons	4.5

(L&S COMMENT: A point of interest turns up here. Note that fit and wear are very much in the lead as reasons for liking certain brands, while style was very much behind as a factor. However, in Question 5, style was the first consideration, while wear was third. Thus there seems to be a distinct difference in reasons for *purchasing* certain brands, and reasons for *liking* certain brands.)

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What Influences Purchases?

QUESTION 7: What factors influence you when you buy children's shoes? Please number 1, 2, 3, in order of importance.

The factors listed on the questionnaire were: style, price, fit, brand, store's reputation, and advertising. Additional space was provided for writing in any factors not listed.

	Percent naming each factor as first choice	Percent of weighted total*
Fit	81.3	31.1
Store's reputation	3.4	10.1
Price	3.0	18.0
Brand	2.9	15.1
Style	2.5	20.1
Doctor's recommendation	1.4	.6
Wearing quality7	1.2
Advertising5	3.8
No answer	4.3	—
	100.0	100.0

*In computing this column of percentages, first choices were given a weight of six, second choices a weight of five, third choices a weight of four, and so on through sixth choice. The resulting figures were totalled for each factor listed. Percentages were calculated using the grand total of weighted choices as a base.

(L&S COMMENT: The replies here may or may not be surprising—depending upon the opinions you've held. But fit carries most influence in children's shoe purchases—in fact, more than four times all other factors combined, as first consideration of mothers when making children's shoe purchases.)

Getting Correct Sizes

QUESTION 8: Have you had difficulty obtaining shoes for your children in the correct sizes and widths? If yes, to what do you attribute this difficulty? Please check (on the chart below) in the proper size range for each child.

Mothers report that they have difficulty in obtaining shoes in the correct size and width for 839 (or 38.7%) of the 2166 children covered by this study. These reasons are shown in the following table.

Reasons given for difficulty in obtaining shoes of proper size and width for children	Percent*
Child difficult to fit	64.7
Inadequate stock	38.1
Inexperienced shoe clerk	19.5
High prices	1.2

*Percentages are based on 839 children for whom respondents have difficulty obtaining properly fitting shoes. They add to more than 100.0 because some women gave several reasons for each child.

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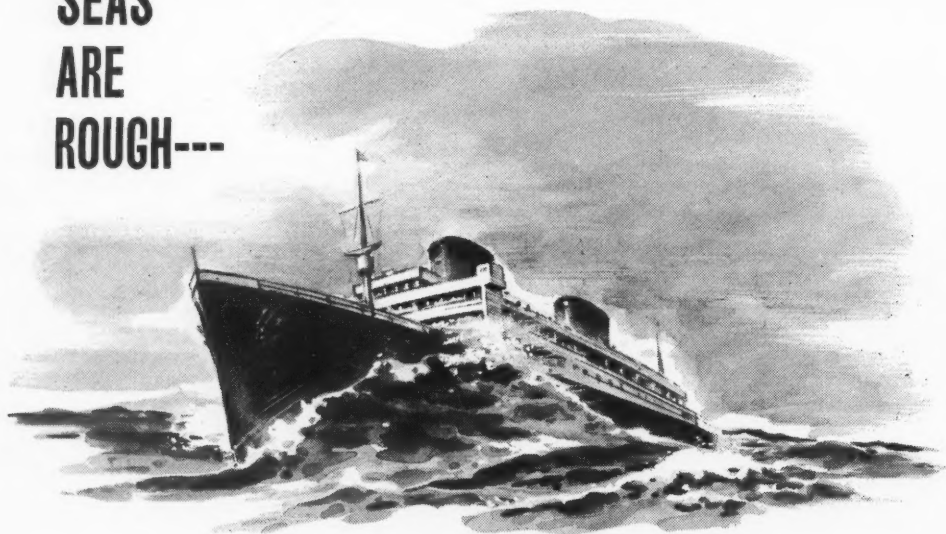
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**WHEN
SEAS
ARE
ROUGH---**



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CORPORATION**
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<i>If child is difficult to fit, why?</i>	<i>Percent**</i>
Child has narrow feet	44.9
" " wide feet	23.6
" " narrow heel	12.9
" " high arch, instep	9.0
" " flat feet	4.1
Needs corrective shoes	3.9
Other reasons	10.7
No answer7

**Percentages are based on 543 children who are difficult to fit. They add to more than 100.0 because some women gave several reasons for each child.

(**L&S COMMENT:** Two-fifths of the mothers complained of problems in fitting children's feet. The reasons given are highly interesting. Chief reason (mentioned by 64.7 percent) was that the child was difficult to fit, due chiefly to feet that were narrower or wider than average. But are these feet *actually* extraordinarily narrow or wide—so much so that "extreme" sizes would be needed to fit them? That is highly unlikely. Because AA-B and D-EE widths are uncommon in many retail children's shoe inventories does not mean that these are difficult-to-fit feet. Rather, it seems apparent that size ranges in most stores are inadequate—that is, not as adequate as in women's footwear. Because of repeated experience in failing to find adequate size ranges, it would seem that mothers have assumed (perhaps being often told by clerks) that the child has a hard-to-fit foot.

(Note that in 81.4 percent of the replies it was stated that the reason why the child was difficult to fit was because of feet that were narrow or wide at the ball, or narrow at the heel. It would seem that if this "complaint" is so common, then there is an inadequacy in sizes in retail

inventories, and possibly the same thing to a lesser degree in manufacturers' inventories. The manufacturer can solve his portion of the problem simply by increasing his sizes. But it seems an educational job needs to be done with the retailer in making him realize the need and value for expanded size ranges.)

Are Prices Too High?

QUESTION 9: Taking into consideration the over-all cost of living, do you consider that children's shoes are priced too high, or about right? If too high, to what do you attribute high prices?

	<i>Percent</i>
Priced too high	55.8
Priced about right	34.9
No opinion on prices	4.9
No answer	4.4
	100.0

<i>Reasons given for too high prices*</i>	<i>Number giving each reason</i>
Children outgrow shoes, so they need more pairs	115
Prices too high in relation to materials used ..	70
All prices are high now	65
Prices are the same as adult shoes	53
Manufacturers take advantage of consumer ...	45
Profit margin too high	26
Same amount of time and labor used as for adult shoes	23
Advertising costs high	22
Other reasons	40
Don't know	66
No answer	66

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Champagne

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*This question was apparently misunderstood by many of the respondents. The majority of the reasons given explain why the consumer *considers* the prices high, rather than what she believes are the *causes* for high prices.

(L&S COMMENT: Most mothers apparently believe prices are too high. There is a seemingly predominant confusion about children's shoe prices. Note that many said, "Prices too high in relation to materials used." That is, the impression exists that because children's shoes are "smaller" than adult shoes, they use less materials and hence should cost less and sell for less. But in many women's shoes, less material is used than in children's shoes—though the women's shoes are priced higher. It seems that an educational job of "explaining" the cost-price situation in children's shoes might do a constructive job of enlightenment.)

Leather or Composition Soles?

QUESTION 10: Please give your preference for leather or composition soles for children, and give reasons for preference. (By composition soles we mean plastic-rubber mixtures as distinct from all-rubber or crepe-rubber soles.)

Type of soles preferred
for children's shoes

	Percent
Prefer leather	43.2
Prefer composition	28.2
Depends on type and style of shoe	26.6
No preference	9.3
No answer	3.9

Reasons for Preference

(Percentages in each case are based on the number who prefer each type of sole, as indicated in the preceding table.)

Leather soles	Percent
Wear better	37.7
Better for feet	16.0
Look better	12.7
Feet perspire less	12.3
Easier to resole	9.7
Don't mark floors	9.3
More comfortable	7.9
Made better	4.2
Never used any other	4.2
Don't stick or slip	3.5
Other reasons	4.9
No answer	4.6

Composition soles	Percent
Wear better	86.5
Not slippery	86.5
Waterproof	8.9
More comfortable	5.7
Made better	4.6
Don't squeak	2.8
Look better	1.4
No answer	1.8

Depends on type and style of shoe

Prefer leather for dress	30.8
Prefer composition for play	24.8
Composition soles are more durable	9.4
Like rubber for play	5.3
Like composition for saddle shoes	1.5
Other reasons	16.5
No answer	39.1

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CHROME TANNED SIDES AND CALF

Smooth Finish—In White and
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WHITE BUCK

For High Grade and Popular Priced Shoes

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QUALITY WORKMANSHIP — PROMPT SERVICE

KENWORTHY BROS. CO.

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Serving shoe-manufacturing trade since 1910

(L&S COMMENT: The preference differential between leather and composition soles is surprisingly small. In just a few years composition soles have evidently driven a deep and solid wedge into consumer acceptance. But some interesting facts show up. Whereas the primary asset of composition soles is the wear factor (86.5 percent), as first or primary mention, leather soles have, according to the report, four leading assets. Two of these (better for feet, and feet perspire less) are foot health factors. Another important fact is that leather is preferred in dress shoes, composition for play types.)

Construction or Type Preferred

QUESTION 11: In your opinion, what type of children's shoe construction gives the greatest satisfaction for all-round wear?

Oxfords	31.9
Leather	8.0
High top shoes	3.7
Moccasins	1.6
Saddle shoes	1.3
Welt construction	1.1
Sharkskin tip construction5
Other types of construction	5.7
Don't know (gave brand names)	40.1
No answer	7.2

(L&S COMMENT: This was obviously a confusing question that drew confusing replies. Note that construction, materials and styles were all listed under "construction." Also, even if the term construction were emphasized more clearly, it is quite doubtful that an appreciable percentage of mothers would be qualified to give a definite answer.)

QUESTION 12: How do you think children's shoes can be improved?

	Percent
Better quality leather	7.5
Lower prices	6.8
Better stitching	5.9
More styling	5.3
Better quality soles	5.2
Make them scuff-proof	5.2
Better construction	5.2
Better heel support	5.0
Reinforced toes	5.0
Better fitting shoes	4.0
Reinforced lining	3.8
Better made tongues	1.5
Built-in arch support	1.5
Built-in arch support	1.5
Sturdier uppers	1.4
More shoes in wider sizes	1.4
Better straps on sandals	1.2
Other suggestions	8.7
Have no suggestions for improvement	8.5
Don't know, no answer	28.3

(L&S COMMENT: This interesting point here is that no single suggestion dominates the others. The first eleven suggestions are pretty close in their rank of importance to one another. Note that seven suggestions deal with the wear factor (better quality leather, better stitching, better soles, more scuff-proofing, reinforced toes, sturdier uppers). Four suggestions deal with improved quality (better construction, better heel support, better made tongues, better straps on sandals.) And two deal with fit (better fitting shoes, more shoes in wider sizes.)

—END—

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WINDRAM MANUFACTURING COMPANY

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Quality

1950 SHOE SALES

(Continued from Page 26)

rate reduction in the average of all retail shoe prices. Consequently, unit sales for the first half were closely in line with pairage volume achieved by shoe retailers in 1949.

In retail sales as well as in the production of shoes there appear to have been no important or noteworthy developments in the relative demand for different types of shoes. Men, women and the juvenile population maintained shoe purchases in the familiar per capita groove of the past three years.

Unaffected By Korea

During July when consumer demand for many kinds of goods set an unprecedented pace, the trend of shoe sales was the subject of far-ranging conjecture and report. In some areas consumers were rumored to be buying many extra pairs, but in most sections the ferment of consumer apprehension left retail stocks unscathed. It is interesting to note the volume cited by major shoe distributors in the three months following Korea. July saw a total dollar gain reported of 8 percent, with a good part of this increase apparently due to sales of nylon hosiery rather than increased shoe volume.

August witnessed a gain of 11 percent for the same chain store outlets, and again nylons played their part in spelling dollar totals, plus the fact that retail prices had been marked up. By September the sales of the identical stores showed a gain of only 5.8 percent for the month, a dollar increase barely sufficient to account for higher price tickets. The nine month comparison of dollar sales, notwithstanding the increases reported in the third quarter, was only 1.2 percent greater than in 1949.

No matter how retail shoe sales reports are analyzed or compared, the conclusion is unavoidable that consumer interest in footwear was in no sense exceptional and that per capita demand has shown strikingly little change from last year.

Divergent reports in recent weeks may throw somewhat more light upon the enigma of shoe demand. For example, there are indications that retail sales in the medium and higher brackets have been better than demand in the volume or so-called popular priced range. If scant evidence is confirmed by future figures, the trend



LYNN

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WEDGIES

LYNN INNERSOLE CO. ALLSTON, MASS.

may be due to one of two basic causes: A consumer tendency to gravitate toward better quality rather than increasing unit purchases under conditions which may spell eventual abnormality in supply. Or, the consumption of shoes in the volume grades may be adversely affected by the mortgaging of income for the purchase of durable items such as refrigerators, television sets, washing machines and automobiles.

Shoe Situation Sound

Comparison of production and shoe sales trends for the first nine months of the year leads to several inferences of current and near term significance. In the first place, production and distribution do not appear to have been unbalanced. The gain in output has probably gone beyond the moderate unit increases achieved at retail. However, the disproportion is certainly too slight to be described as a maladjustment or to indicate that future production can lag behind the level necessitated by continuing retail volume. In fact, it is doubtful whether any gain in shoe inventories for the country represent more than a needed addition to working stocks.

Prior to July, retailers had generally followed close and careful buying policies and in some lines of shoes their inventories were probably lower than good merchandising and aggressive promotion would dictate. On net balance, the statistics of production and demand for the shoe industry point to an inherently sound condition with uneconomic accumulations or dislocations not apparent or significant.

Barring any abnormal or unexpected stimulus to sales, the future rate of consumption should be at least in line with the volume seen thus far in 1950. On the whole, that would seem to be a minimum expectation because the diversion of consumer income to durable goods is now past its peak and new credit regulations are likely to prevent the extreme splurges which occurred in recent months. More purchasing power should, therefore, become available for shoes and other soft goods. The degree by which the shoe industry can benefit from that potentiality may be determined in large measure by its success in focusing consumer attention upon footwear, in dramatizing the value inherent in shoes, and in gaining consumer recognition of quality rather than meaningless price symbols.

— END —

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**EXPERIENCE DICTATES
THE USE OF SETON LEATHERS**



SERVING RETAILERS

(Continued from Page 15)

Railway Express. But an alert clerk got in touch with us and got our permission to change to freight delivery, resulting in an appreciable saving.

There is of course an area in which the manufacturer does and can move to assist the retailer with advertising aids. It is trite to say that the success of a manufacturer is in direct ratio to the success of his accounts. But it is nevertheless true. He has a positive investment in the retailer and I'm sure he wants to do everything that is practically sound that will promote his business.

Educating Retailers

Here is an idea which may have some merit. Why not send a series of educational and informative letters to the salespeople who are in the employ of your accounts? These letters should be sent to their homes where they will be read and studied more carefully. They could deal with fundamental subjects such as fitting, knowledge of foot, approaching a customer, meeting and conversing with customer. Also it could include information dealing with important phases of your product. You

might even have brief examinations and offer a nominal prize for the best papers.

Many retailers would welcome data regarding the relative merits of our local newspapers and radio stations. Any other advertising hints, particularly those dealing with direct mail, would be appreciated. A manufacturer is in a key position to discover and collate this information. Charts indicating the distribution of sizes sold on a factory-wide basis and mark-up trends would also make good material for us.

Helping the retailer meet some of his advertising costs has meant increasing volume of sales to both manufacturers and retailers. The retailer appreciates this cooperative practice.

Some of us, however, cannot understand why such contributions are withheld on close-outs or sale ads. There are two reasons I can think of in support of the proposition that the usual cooperative aid should be extended. In any reduction sale the retailer takes a licking on his mark-up which absorbs some of the money he would have and like to spend for advertising.

By disposing of slow sellers and odds and ends the manufacturer is

a beneficiary as he gets corresponding pairage as replacements.

It is unfortunate that some of the producers of unbranded shoes cannot see their way clear to get into this picture of cooperative advertising. It would help their sales volume immeasurably.

Manufacturer's Salesman

The manufacturer's salesman is an important link in our chain of distribution. Unless this part of the chain is firmly and intelligently welded, complications and losses will creep in. Surely he can help or hinder relations. He has been an exhilarating, colorful and business-producing phenomenon on the American scene. And to a marked degree has done an excellent job.

Some salesmen might take a few notes from other professions. An attorney would not think of divulging information a client has given him. Moreover his code does not permit him to do so. There is no business more competitive than shoe retailing. Yet we see salesmen showing to competing buyers orders placed in confidence concerning special promotions, unusual color combinations and size ranges.

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ALLIGATOR LIZARDS • COBRAS
CHAMELEONS and GENUINE ALLIGATORS

All our skins are tanned at the
GOLDSMITH LEATHER CO., NEWARK, N. J.
Recognized tanners of reptilian leathers

Leading the field

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White Side Leathers

Smooth & Elk Finishes

For Women's Dress, Infants' and Children's Casual and Athletic type shoes.



CHROME SPLITS FOR EVERY PURPOSE

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• Send for Testing Samples in Silk or Nylon •

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The sizing-up problem is a long way from being mastered. Too many sales are lost on the retail level simply because the retailer does not keep up his sizes through neglect or lack of system. Probably the best way to correct this situation is for the salesman to visit or phone the retailer more often. How many sales it would save the retailer and how many more pairs it would mean to the salesman if only the salesman could help to educate and groove the retailer to size up his stock and send those sizes along on certain days.

Some of the past selling techniques could be practiced. One salesman calls at our store and helps us take sizes. I don't recall he has ever left without an order. Imagine the information he picks up regarding the quality and fit of his product, the attitude of the clerks, consumer reaction and the status of the inventory.

Other Services

There are smaller, more generalized services which the manufacturer might render to help the retailer which in the long run would improve profits and relations mutually.

A manufacturer-retailer group could make studies or surveys on reasons for lost sales, their amounts and types. While figures are easily available on sales made, we have yet to find a source that can furnish us with fairly accurate statistics on sales lost.

The producer could do much more in the direction of improving styles on middle-of-the-road and basic type of shoes. Fashion is just as important here as in the novelty field.

We all know of a number of in-stock departments that are efficient and adequate. But some in-stocks have fallen into disrepute lately. Mr. Churchill's phrase, "too little and too late," well describes them. It would be better for some firms to discontinue them altogether. Having them out of the way, retailers would buy sufficient make-up shoes.

Returns

Yet unsolved in many cases and a recurring problem is that of returned merchandise. The retailer never precisely knows when he may expect a credit on one pair of a lot of shoes. How can the retailer know in advance whether the factory will grant a full or partial credit or any credit at all on a pair of worn shoes?

At present, in far too many cases Mr. and Mrs. Consumer have to wait up to several weeks before they know

what adjustment they will get on a pair of shoes they purchased from the retailer and not the manufacturer.

This should have our immediate attention. We all know it is a difficult matter. But this shouldn't stop us from attempting to develop some basic functional formula on how returned goods should be handled more expeditiously and efficiently.

If some of the smaller factories and foreign concerns are finding it difficult to get business they might study their policy on returned goods. Relatively these producers have not done as good a job as the branded and larger concerns.

Credits

Somebody once said: "The most sensitive nerve is in your pocket." And I suppose money is always a delicate element of manufacturer-retailer relations.

The seasoned credit men know this and indicate it in their everyday dealings. Their letters are examples of diplomacy, good sense and fine feeling. The day of the cold, impersonal credit letter is just about gone.

All retailers should welcome the opportunity of submitting their annual financial statement to the manufacturer. (I think it should be every six months.) This is good for the retailer. It creates a greater emphasis on cost accounting and obviously permits the retailer to correctly evaluate his financial position periodically.

At best, shoe retailing is a risky business. The retailer can use all the sound advice possible. There is no one in a better position to give it to him than the credit manager in his analysis of an operating statement. This should go into great detail and be thorough.

If the credit department has found improved ways of keeping financial records and how to save time on accounting methods such information should be passed along. Personally, I learned much about credit and financing through the letters of Mr. R. H. Goddard of the Selby Shoe Co.

Business Aid

Every manufacturer's departments should constantly strive to eliminate the hazards in retailing and point the way to more efficient operation. The manufacturer can do this as he is acquainted with many businesses, knowing why some succeed and others fail.

Usually manufacturers are well

Ronci Is The World's Largest Manufacturer of Buckles!



The Next Time
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Buckles...

Check All Five!

- 1) **STYLE:** RONCI is always in the vanguard of style pace-setters. That's why so many leading footwear makers invariably specify "RONCI"!
- 2) **FINISH:** RONCI always has been renowned for the exceptional durability and attractiveness of its finishes. More than a score are available!
- 3) **DESIGN:** Tailored, dressy, novelty or period—RONCI's craftsmen have created the appropriate design for your every need!
- 4) **SIZE:** Hundreds of individual RONCI patterns come in a complete range of sizes. Special sizes always can be made to order!
- 5) **QUALITY:** Every RONCI Buckle or Ornament is designed, fabricated and finished in our own Plant! That's why we can guarantee the absolute quality of our products — from beginning to end!

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You can't buy better than the best . . . so write
or wire today for samples and prices . . . from
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supplied with current statistical and economic facts relating to the shoe business. The retailer would like to get the benefit of these data in practical terms and values. The retailer should receive periodically a simple, easy-to-read report dealing with production, costs, sales, shortages, business and economic trends, figures on military buying and local outlook. This will serve as a guide to the retailer. It will also help him overcome his restricted and localized position by giving him a national picture.

But when you write of a price rise in hides and skins, or shortages and availabilities of various materials, please express them in terms we can understand and also how they affect retailing.

Style Guidance

Style is the core of the shoe business, a powerful motivating force behind sales. Yet many manufacturers leave the retailer to shift for himself, offering little concrete guidance, little information upon which the retailer can resolve his own conclusions.

What are the style trends and the reasons behind them? If the manufacturer is introducing new styles, he should give the retailer sound reasons why those styles are being

made. After all, consider that other manufacturers are introducing other and often contradictory styles. Which manufacturer is right regarding these styles? This the manufacturer should substantiate with convincing reason why he is promoting his styles; and why the retailer should invest in them in preference to others.

Proven good sellers should not be dropped merely because a new season is on the way. But good sellers should be repeated if consumers continue to buy them. An unnecessary turnover of style is costly not only in lost sales but in cost of creating an unproved new style to replace a proven "old" one.

Profusion of styles at shoe shows often causes confusion. I think a pre-show letter to retailers would be helpful.

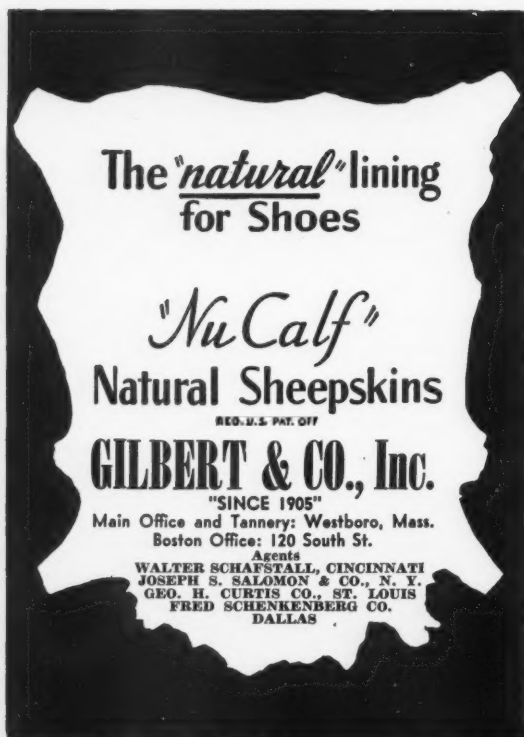
Pick up any style magazine or turn to the fashion page in a newspaper or listen to any fashion commentator and you will note the emphasis on one or a limited number of styles. This over-concentration on a few styles by these important publicity agents creates a wrong impression with the public and makes it believe that only these fashions are correct and all others are "also-rans" or of secondary importance. This is a costly fallacy and should be corrected.

Shoe people should assume leadership to create a coordinated organization to educate the consumer in the variety of suitable and popular styles. This organization would include those who publicize style and act as a fashion clearing house to present the public with a balanced shoe fashion picture.

Two more suggestions and I'm through. Why would it not be a good idea to let union officials and key factory workers read the letters of complaints from retailers regarding quality and other aspects for which they are responsible?

Most of the communications that a retailer receives from a factory come from clerks in the shipping, order or adjustment departments. Some of them we receive leave us with a warm glow, and our regard for the writer and the firm he represents is heightened. But far too many letters are drab and ordinary and do not exactly help cement relations.

Add up these topics—simple "complaints," if you will—and together they comprise a formidable hazard with which the retailer must deal. Obviously, much of this hazard can be reduced. The effort and the result would prove to the great benefit of manufacturer and retailer alike.



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LEATHER and SHOES

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PRICING DILEMMA

(Continued from Page 11)

ized bidding for the limited supply of manpower—and some could be drained from the shoe industry into better-paying industries, thus giving the shoe unions a stronger bargaining position for further wage increases.

Over-all, a new postwar level of costs is being established, with slim hope of softening despite Korean victory. The defense program is mushrooming, as is the federal budget in general. The government has become an enormous buyer of goods, an inflationary factor in itself. As this will tend to increase rather than decrease, costs will move in the same direction.

Prices Worrisome

Practically every shoe manufacturer has already applied one wage boost (culminating, at retail, to increases of 50 cents to \$2 a pair). Some have already implanted the second price boost, with more producers falling in line. And a few—especially those whose rises were held to barest minimum—are contemplating a third rise, if and when . . .

Just preceding the Shoe Fair there is a dilemma among numerous manufacturers as to whether they should raise their prices—and if so, how much. Some producers are in such a quandary that they insist that they will fix no prices at all—but will probably institute some version of the early postwar escalator clause. Shoes will be bought on a "flexible" price basis, subject to movement upward at time of delivery. Though these cases are isolated, they comprise enough of a small minority to warrant consideration.

To date, consumer reaction to higher shoe prices has been negligible. In some instances, substantial increases at retail have not yet had their full impact, as they will start the first of the year. Secondly, shoe price rises, as a small component of the rises in all kinds of consumer goods, have not made any dent on the consumer mind. Shoes cost more. Yes, but so does everything else. The consumer has become conscious of the over-all rise in cost of living, rather than conscious of any one particular item.

However, producers are more immediately concerned with retailer reaction. Shoe business being as competitive as it is, producers are hesitant to raise prices knowing that rebellion by retailers can turn the latter to



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lower-priced producers. The moment that retailers' sales show any slackening, blame will instantly be placed on higher prices. Then producers will face the real problem of selling the basic proposition that higher costs mean higher prices.

Practically no intelligent shoe man foresees any rationing of footwear in the near future. The industry can easily produce more shoes without strain. Hence, there is no shoe supply problem. If sufficient leather is not available, other materials are.

But the institution of government price controls on hides and skins, leather and footwear stands as a good possibility — along with allocation controls on raw materials. After the elections, of course. In fact, a growing number of shoe men (not yet anywhere near a majority, however) have publicly or privately expressed a desire to see price ceilings imposed, particularly if there are no signs of current inflation trends taking a turn downward. The reasoning behind this feeling is that price ceilings would stabilize the current confusion and complexity of the cost-price situation. Planning might be more systematized, and the everyday process of transactions might be greatly eased.

But confusion might well breed confusion. At what price levels can or should price controls be fixed? To date them back to pre-Korea would be impossible. In fact, to date them back earlier than three or four weeks could create serious maladjustments, as was the experience in the last war.

Government officials are concerned about the current pricing policies in many industries, the shoe and leather industry included. As one of these officials stated recently, "How much of this price increase is actually an effort to establish the highest possible price levels — a sort of adjustment base—in the event that price controls are imposed by the government?"

In short, is industry trying to take precautionary measures against roll-backs by establishing higher prices now, even to a higher degree than warranted? The answer to this—if there is an answer—will play a role in the price ceiling and price roll-back decisions, if and when they come.

Sales And Inventories

Shoe production for 1950 is expected to be only about three percent above 1949—just about in keeping with the population increase. However, in the third quarter of this year, shoe production showed a gain of five percent over the same period of last year. This third quarter was the post-Korea period. But the extra bustle of shoe factory output was deceptive. This added production was not going into consumption but into wholesale and retail inventories.

Unit shoe retail sales for the first nine months have shown no appreciable increase over the first nine months of 1949. There was no rush buying of shoes following the Korean outbreak. While dollar sales jumped

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appreciably in July and August, they tapered off in September and October. Moreover, these extra dollar sales were accounted for chiefly by stepped-up sales of nylon hosiery plus higher prices. Even so, dollar volume for the first nine months is slightly above one percent from the same period of 1949.

There is good answer to the increased third quarter shoe production we experienced. Retailers have long been doing much buying from producers' in-stock departments, while their own inventories are held to bare minimum. That is, much of the replacement buying has been on a basis of immediate needs in small amounts, frequently purchased from in-stock, rather than in large pre-season lots.

When the Korean war broke, this shoe buying pattern suddenly changed as scare-buying policies were inspired. Wholesalers and retailers ordered larger lots of shoes — particularly staples. Producers' in-stock departments were quickly cleaned out, and further stocks had to be drawn from actual production. Hence the increased demand in fresh output. This in turn placed demand on leathers and shoe supplies. Prices, as a consequence of this sudden bidding for goods, had no where else to go but up.

The shoe industry realizes that it is going to have to pay for this producing-buying splurge of July and August. Orders have already tapered off appreciably. In short, retailers and wholesalers can now operate for a while out of their own well-filled inventories rather than seeking replacements from the factory to the extent they formerly did. Consumption or sales at retail level have not increased to absorb these retail inventories at a pace equal to that in which they were filled during the July-August period. This could mean a temporary lull for shoe manufacturers—the result of anticipatory buying or “borrowed business” immediately following Korea.

Is there any price-range trend in consumer shoe buying? The industry has been debating two possibilities: higher prices will inspire a trend toward purchases of better grade footwear by consumers as an economy measure; that is, buying one pair of good shoes adaptable to several costumes. Or, the other point: there will be increase in the purchase of lower priced shoes as a “resistance movement” to increased prices.



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Spring Styles

If there is one thing that keynotes the Spring shoe style picture it is this: more new patterns and styles are being introduced than at any time since the end of World War II. This is highly significant. Need for sales motivation is the basic reason for this flood of new styles. It is clear indication that the industry realizes that a seller's market is something utterly remote from current shoe business. Vigorous merchandising is still a potent essential to maintaining or building sales.

As a result, visitors to the Shoe Fair will be dazzled by the variety of new fashions arrayed in the hundreds of sample rooms. In the women's field no new fashion trend has yet been made evident. Most styles will be extensions of last year's models—with countless fresh variations, of course. The dominating theme: open-up, silhouetted footwear, with the pump far in the forefront. The opened-up, naked look will also predominate in the casual field. Shell outlines, meshwork, open shanks, strippings and lattice work — these will be effected in countless treatments to comply with the demand for the light-and-airy.

It is expected that several outstanding new styles may come out of the Fair to establish new fashion direction, new trends. The caution and uncertainty of the international situation seems to be reflected in shoe fashion over the past two-three seasons—the uncertainty of promoting bold new fashions when the consumer mind is uncertain.

In the men's field the dominating factors will be gore types, woven and perforated shoes, mesh and suede. This is also a carry-over from last Spring, with fresh variations, of course.

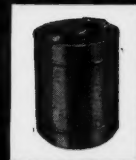
Program For Fair

At the luncheon meeting in the Palmer House Grand Ballroom on Monday, October 30, New Jersey Congressman Fred Hartley, Jr., will be the guest speaker. Hartley, co-author of the Taft-Hartley Act, has served in Congress for the past 20 years. His scheduled talk is entitled, "What American Business Can Expect."

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Coming Events

Oct. 25, 1950—Annual Fall Convention, National Hide Assn. Edgewater Beach Hotel, Chicago.

Oct. 26-27, 1950—Annual Fall Meeting, Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 29-Nov. 2, 1950—National Shoe Fair, sponsored by National Shoe Manufacturers Assn. and National Shoe Retailers Assn., Palmer House and other hotels, Chicago.

Nov. 4-8, 1950—Spring Shoe Show, sponsored by Southeastern Shoe Travelers Assn., Atlanta Biltmore Hotel, Atlanta, Ga.

Nov. 4-8, 1950—Spring Shoe Show, Pennsylvania Shoe Travelers Assn., Hotel William Penn, Philadelphia.

Nov. 5-7, 1950—Spring Shoe Show, Central States Shoe Travelers, Muehlebach and Phillips Hotels, Kansas City, Mo.

Nov. 5-7, 1950—Michigan Shoe Travelers Club Show, Hotel Statler, Detroit.

Nov. 12-14, 1950—Spring Shoe Show, Indiana Shoe Travelers Assn., Inc., Claypool Hotel, Indianapolis, Ind.

Nov. 12-15, 1950—Spring Shoe Show, sponsored by Southwestern Shoe Travelers Association, Adolphus, Baker and Southland Hotels, Dallas, Tex.

Nov. 12-16, 1950—Parker House Shoe Show, Parker House, Boston.

Nov. 26-30, 1950—Popular Price Shoe Show of America, sponsored by New England Shoe and Leather Assn. and National Assn. of Shoe Chain Stores, Hotels New Yorker and McAlpin, New York City.

Dec. 4-6, 1950—Factory Management Conference, sponsored by National Shoe Manufacturers Assn. Hotel New Yorker, New York City.

Jan. 13-17, 1951—37th annual MASRA Convention and Mid-Atlantic Shoe Show. Sponsored jointly by Middle Atlantic Shoe Travelers Assn. and Middle Atlantic Retailers Assn. The Benjamin Franklin, Philadelphia.

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